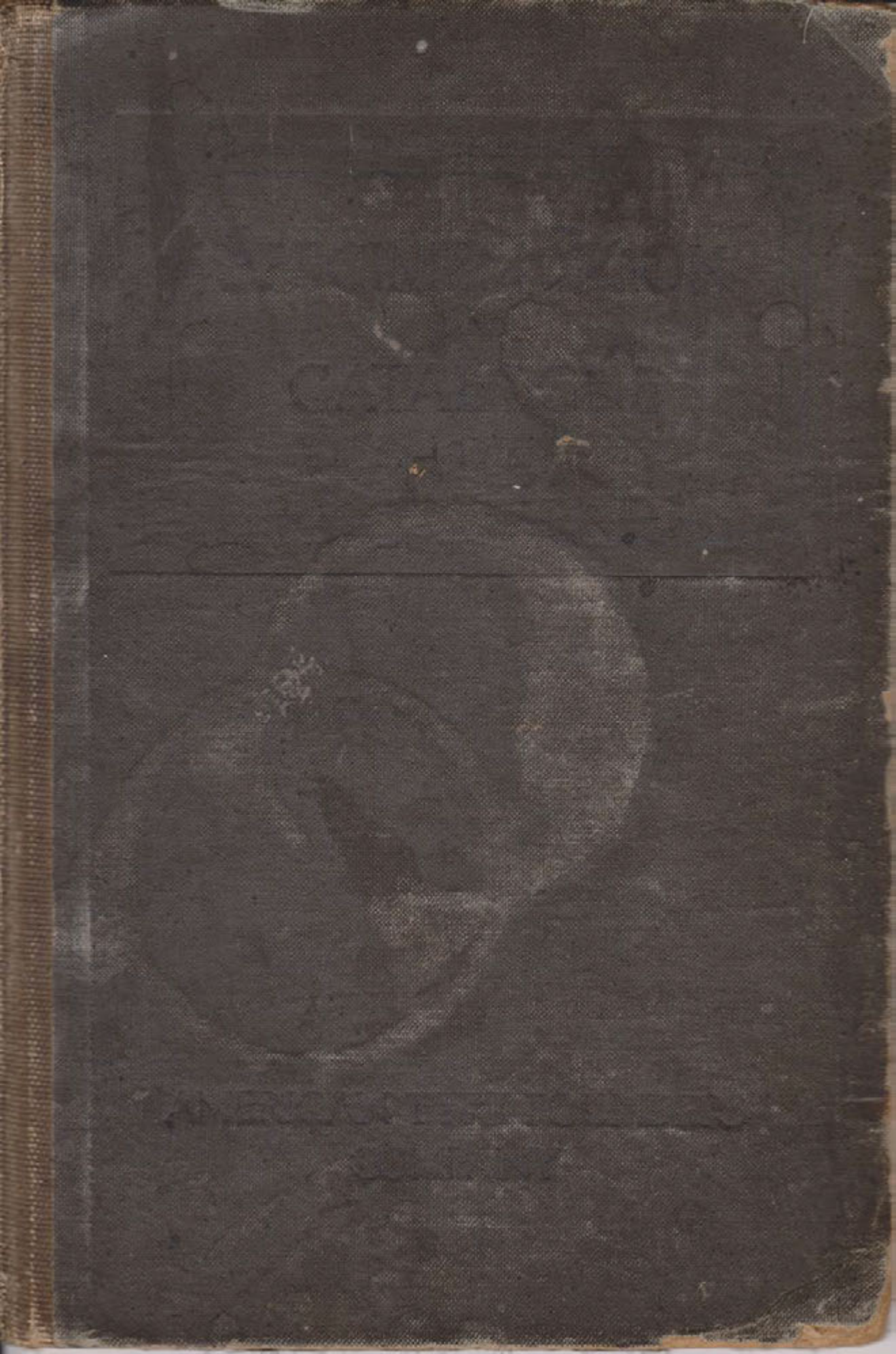
SPECIMEN BOOK AND CATALOGUE

1923

AMERICAN TYPE FOUNDERS COMPANY




ATF
CO


ATF
CO

PREFACE

We are happy to announce the release of the first complete electronic issue of the seminal 1923 edition of the *American Type Founders* [ATF] *Specimen Book*. Considered by many to be the culmination of specimen printing, it is an important, and massive, volume which has been unavailable until now.

A LITTLE HISTORY

In 1923, 31 years after it's formation, ATF was at it's technological and financial height. The merger of many foundries into one conglomerate had effectively eliminated competition, and the resulting profits had been used to expand production and advertising. America was at a financial high point: everyone was looking to spend money, and to sell to others.

With this in mind, ATF poured $300,000 (over $4,000,000 in today's dollars) into the most ambitious advertising vehicle ever: the 1923 *Specimen Book and Catalog | Dedicated to the Typographic Art*.

WHY IS IT IMPORTANT?

Not only did this 1100+ page behemoth provide specimens of type, it showed designers how to use it. Printed in full colour throughout, it intersperses specimen pages with hundreds of design examples, using the full palette of type and ornaments available.

With the *arts & crafts* and *art deco* movements in full swing, the book ended up being a snapshot of life in the Americas in the 'roaring 20s'. This book is a fascinating glimpse of a bygone age including, but not limited to:

- advertising terminology & design, for a wide spectrum of businesses;
- a full essay on the etiquette of—and templates for—calling-card sizes;
- mock wedding invitations (Who would guess that, in 1923, weddings were held late in the afternoon, or in the evening? Or that private railway cars were booked for the convenience of guests?)

It also provides a valuable record of typography in it's golden age. The influence of such giants as Bruce Rogers, Fred Goudy, and even William Morris can be seen in it's pages. Countless letterpress enthusiasts have been able to not only identify type, but experience the context in which ornaments and borders were intended to be seen.

WHAT WAS INVOLVED THE PRODUCTION OF THIS ISSUE?

The most difficult part of producing a new issue of the ATF *Specimen Book* is obtaining a copy. Due to it's size, and the fact that it was often used heavily as a reference in an industrial setting, this book rarely survived intact. Surviving copies are quite desirable, and often sell for hundreds of dollars.

Another difficulty is that this book was printed using a variety of papers; many pages were made of the newly-developed 'pulp' paper. We now know that, unfortunately, this paper is highly acidic, and becomes quite brittle over time. It also affects negatively the materials with which it is in contact. Again, this has contributed to the scarcity of good-condition copies.

Having acquired a copy, we were faced with another issue: how can one justify disbinding an important

book? Helping our conscience along was the fact that our copy, while largely intact, was badly 'shaken' (book-parlance for when the binding is becoming loose). The boards and their cloth covering were also badly worn. We were able to disbind it with minimal loss to the material, and this made the next step—scanning—much easier.

Resolution: we scanned each page at 400 dots-per-inch. This allows for magnification for study, but also results in a large file size; to cope with this issue, we have split the high-resolution issue into three parts, so that even a modest computer will be able to view the files.

Colour: each page is available in full colour, as per the original. As any printer knows, using multiple colours in letterpress work increases the workload exponentially; as a result, there are very few specimen books with this feature. No version of the 1923 ATF would be complete if it were not rendered in colour, despite the fact that this results in a significant increase in file size.

Accessibility: We felt strongly that an electronic issue should easily accessible. The benefits to this are many, including: redundancy (many copies mean the information will never be lost); ease of use (people will actually use, and benefit from, the book as a reference); ease of access (short download time results in redundancy and use, as above). So, we have also produced a lower-resolution version of the book. This means that tablets and other hand-held devices can be used to read it, without annoying lag times for rendering each page. Additionally, we have added electronic bookmarks for all of the main sections, to allow for easy browsing. And, through optical character recognition, all of the text is searchable.

Completeness: We have included every page, including blank ones. While this may seem silly to some, it is important to bibliographers and those who study books as artifacts. How were the sheets printed? Does my copy have all of it's pages? Such questions can only be answered if there is a complete copy available for comparison. As this is, thus far, the only freely available electronic issue, we felt that it is important that it be as complete as possible.

The sharp-eyed amongst us will note that pages nine and ten are subtly different from the others; that leaf was sliced from our copy long ago, and replaced with one provided by Dr. David MacMillan's excellent website (circuitousroot.com). Our thanks go to him; his hard work in providing material similar to this should be recognized.

There are a handful of places in our copy where someone (likely the same inconsiderate soul) also sliced small samples from the pages: a word here, an electrotype there. None of them are vital (in our opinion), as they are simply smaller-sized versions of examples in the same page. And, the slicing in itself is evidence of a book in use for 90 years. (Trust me, the right person gets excited about such things.)

Format: we have chosen to release this issue in the pdf format. This format is viewable using the a wide variety-and freely-available-selection of software, including Adobe Acrobat. It has become the informal standard for graphics-intensive books. An additional advantage is that it is, at it's root, simply a container for images, which means that they can be retrieved and updated to other formats in the future (remember redundancy?)

In view of the foregoing, then, we hope that this release of the *1923 ATF Specimen Book* makes the world a little brighter. It will let us benefit from the incredible skill and artistry of a bygone age. It will educate, entertain, and enable. For free. And what better thing could there be?

David Armstrong
Sevanti Letterpress
www.sevanti-letterpress.com

Toronto, January 24, 2013

Catalogue No.

A record has been made of the name and address of the recipient of this copy, to whom will be sent from time to time such supplements and other printed matter as may be issued

Sixty thousand copies of this book were printed entirely from type and brass rules in the SPECIMEN PRINTING DEPARTMENT of the AMERICAN TYPE FOUNDERS COMPANY
Jersey City, N. J.
U. S. A.

Copyright, 1923
by the
AMERICAN TYPE FOUNDERS COMPANY
Jersey City, N.J.
U.S.A.

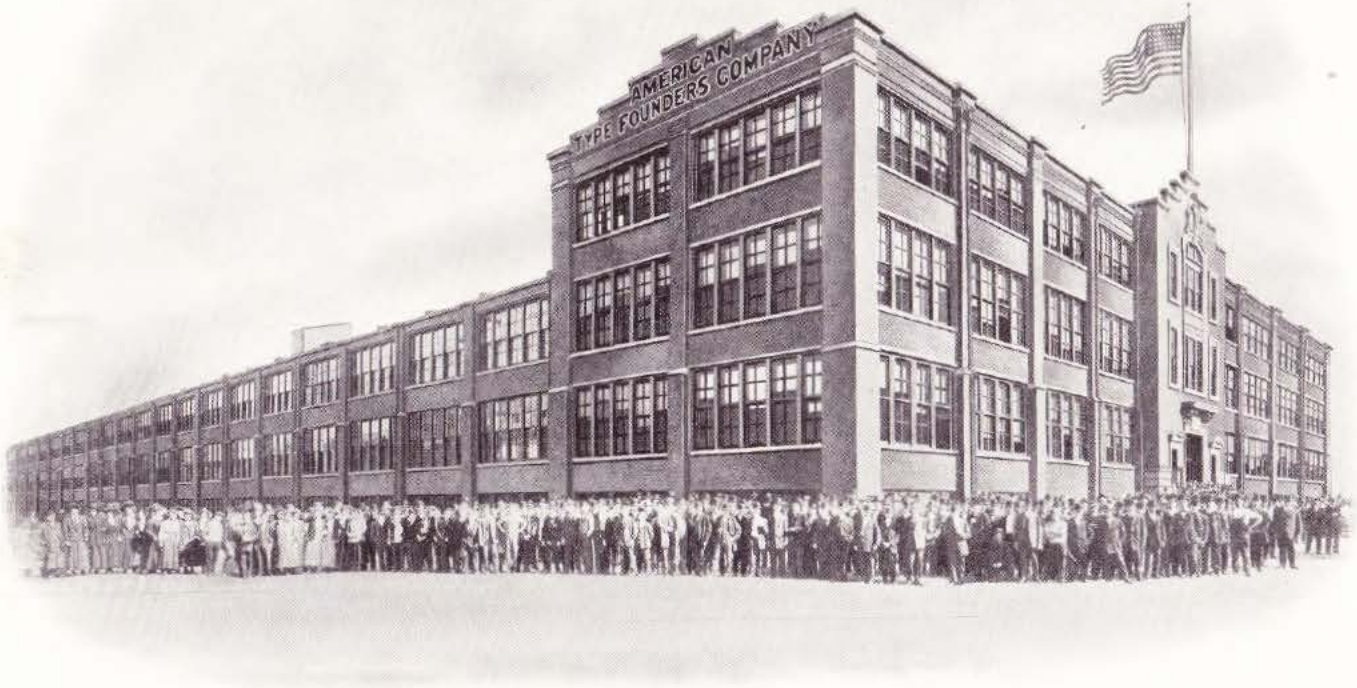
SPECIMEN BOOK
AND
CATALOGUE

1923

Dedicated to the Typographic Art

AMERICAN TYPE FOUNDERS
COMPANY

PRINTED IN U.S.A.



Central Plant of the AMERICAN TYPE FOUNDERS COMPANY, Jersey City, N. J., U. S. A.

The photograph from which this halftone was made was taken in 1911

1796 PREFACE 1923

History of the Creation of Type Families—First Type Designing Department—Evolution of Publicity Types—A Great Service Department of Production Engineers—Money-Making Presses: The Unrivaled Kelly Press Family—The Klymax Automatic Feeders for Chandler & Price Presses—The Boston Wire Stitchers—All these Activities, with others, Working Successfully for the Greater Prosperity of Printing Everywhere.

WHY THE PRINTING OF 1923 IS SUPERIOR TO THAT OF 1900

THE PRINTING of 1923 is greatly superior to that of 1900. It has better style, more attractiveness and greater power and dignity. It is more highly appreciated by the clients of the printers, and better prices are paid for it. Better printing has created a better demand for printing. The printers are more prosperous. This great improvement has not come to pass without direction. There has been, in fact, very deliberate direction. There has been constant and forward thinking on behalf of the printing industry by the American Type Founders Company, which has a well defined policy with regard to the types it is making and has been making during the last quarter century. In what position, may we ask, would the printing industry be to-day without the great type families, known to fame as Cheltenham, Century, Bodoni, Cloister Oldstyle, Goudy Oldstyle, Caslons, Garamond, Copperplate Gothics, and others? Are there anywhere any other type families? Would not your typography be barren in appearance and much less profitable to the advertisers if these great type designs had not been developed? There can be but one answer.

THE IMPORTANCE OF WELL DESIGNED TYPES

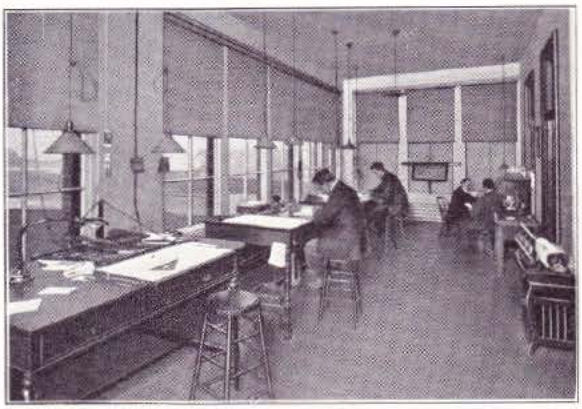
After all is said and done, Types are the most important part of the equipment of a printing house. The printer sometimes forgets this plain fact as he contemplates his ponderous and expensive machinery—the creations of other men's brains. The sole purpose of the machinery is to multiply copies of the printer's own creations. If a printing house has a good reputation it is invariably the result of the skillful use of well designed types. A reputation for quality is the best basis for increase of business.

The printer is judged by the work he creates. He creates type forms—nothing else. Whether he prints a hundred or a million impressions, the merit or demerit of the type form is unchanged. If the type form is inferior, no excellence of paper or of pressmanship can do more than emphasize its inferiority. If the types used in a type form are not well designed for their purpose, no skill of the compositor can overcome their limita-

tions. Thus the American Type Founders Company's work has had and will continue to have a greater beneficial influence on the fortunes of the printing industry than that of any other industry catering to the necessities of the progressive printer.

THE FIRST TYPE DESIGNING DEPARTMENT

In 1897 the American Type Founders Company established a type designing department. This was an innovation, strange as it may seem. From the time display types began to be made, until 1897, typefounders had depended for new type faces upon the casual suggestions of artists and others, and few typefounders had any plan or policy other than to put forth "something new." The result was a chaos of type faces, many of them good in themselves, but quite unrelated to each other, making good display impossible. With inferior type faces printing fell into disrepute as an art and influence.



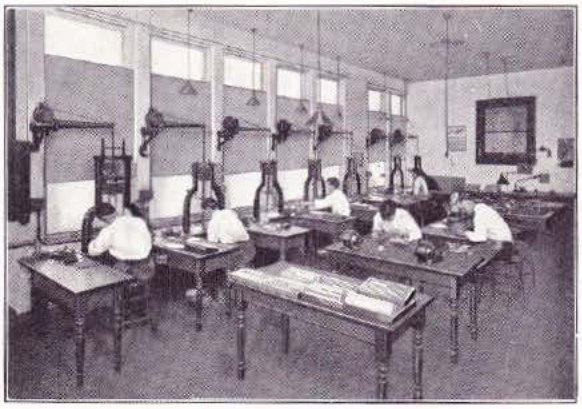
Type Designing Department of the American Type Founders Company

The new department was created with the definite purpose of assuming leadership in type design. It was predicated upon an entirely new sales idea—a realization that the printer's clients were the ultimate critics and ultimate users of type faces. To popularize type faces was to popularize the use of printing—to increase the demand for printing. The wiser printers now see that in selling their product they must think in terms of results to their customers, and not merely in terms of a "job," combining so much time, types, inks and paper. The printer's clients were confused by thousands of unrelated type faces, of haphazard origin, with which no printing could be produced that would impress them as having any special influence upon the readers of advertisements that was not common to any kind of readable type face.

As a prelude to the new era in typography, in which types talk at command with varying emphasis and orchestral power, the American Type Founders Company scrapped hundreds of time-honored but utterly inadequate type series which were clogging the wheels of typographic progress. Compare this Specimen Book of 1923 with the much praised Specimen Book of 1895 and note how few of the types of 1895 survive. The very names are forgotten of display types once thought to be as essential to the equipment of a composing room as were spaces and quads. Who remembers the Clarendons, Egyptians and Celtics? The surviving names of the 1895 period are the Antiques and the Gothics. We say "names," because the Gothic and Antique types of 1923 are almost all of them re-designed and improved. None of the users of types demanded the scrapping of the designs current in 1895—the loss was assumed voluntarily in a spirit of enlightened selfishness. Printing was helped greatly—this type foundry also.

THE ORIGINATION OF TYPE FAMILIES

The first important work of the newly established type designing department was the creation of type families, by the use of which, with one type design made in different weights and widths, the compositor automatically achieves perfect harmony in his work, while using all degrees of emphasis in headings and in display. Type families have not only added dignity and distinction and attractiveness to commercial printing, but have saved and are saving an incalculable amount of time which, under the old conditions, was wasted in experimenting with a large array of unrelated type faces, to find those that would combine with the least inharmony, with crude results at best.



Matrix Engraving Department of the American Type Founders Company

The names of the type families created by the American Type Founders Company became as household words to the printer's clients. The client perceived that a catalogue or advertisement set in one type family had more influence with his customers than if its message to the public were confused by a medley of display types. The printer's client was made to see that the printer could do something more with his types than merely make them readable—that the printer could make his printing more or less influential according to his ability to use the type family most suitable to the purpose of his client. The introduction of type families was the beginning of the higher education of the printer's customers in the knowledge of the sales power of printing. When customers began to say "Set it in Bodoni," or in another type family, the printer knew that the art of printing had new meanings and new values to his clients. The proof of this is that the production of types by the American Type Founders Company is steadily increasing and is now double the production of six years ago.

THE EVOLUTION OF PUBLICITY TYPES

In creating type families a new order of type faces was evolved. These type faces had a more versatile use than job faces or book or body faces. With a type family the printer could set a business card or a book *de luxe* or a poster. The name "Job Types" was clearly inadequate to describe these great assets of the printing industry, so they were named "Publicity Types." These have fully satisfied the printer's clients and quickened the desire for more and better printing, because they have made all kinds of printing more effective as a selling force. Every good type design is an asset of great value to the enterprising printer and advertiser. Because of the superiority of the Company's type faces, American printing has the highest average merit, and at its best is unequaled.

VARIOUS VALUES OF THIS TYPE SPECIMEN BOOK

The production of sixty thousand copies of the Type Specimen Book and Catalogue, at a cost of about three hundred thousand dollars, is convincing evidence of the continued policy of the American Type Founders Company to advance the art of printing and also of a justifiable pride in its own productions. Comparison is invited with the mere catalogues of type faces which are issued by concerns which have appropriated so many of the original type designs shown in this and previous specimen books. The American Type Founders Company's specimen books have been the most valuable textbooks of typography available to the printers. This specimen book, which surpasses all previous issues, will not only be a guide to many printers, but will undoubtedly have a great and beneficial influence on the future prosperity of the printing industry. All the examples of composition in this book were designed for the use of printers, as they may be found adaptable to their needs. The compositions are simple and practical in design. All of them may be duplicated without difficulty, with easily adjusted materials, and without waste of time. No other book issued for the use of printers has embodied so much careful study, patient experiment, great expense and earnest desire to make it supremely useful, as well as inspiring.


A SPECIMEN
OF
PRINTING TYPES
BELONGING TO
Benjamin Franklin's PRINTING OFFICE,
PHILADELPHIA.

Tandem aliq / ABCDEFGJ
Tandem aliq / ABCDEFG
Tandem aliqu / ABCDEFGH
Tandem aliquan / ABCDEFGH
TANDEM aliqua / ABCDEFGHIJ
Tandem aliquand / ABCDEFGHI
TANDEM aliquand / ABCDEFGHJKLO
Tandem aliquando, / ABCDEFGHIK
TANDEM aliquando, Qu / ABCDEFGHIJKLMN
Tandem aliquando, Qui / ABCDEFGHIKLMOS
TANDEM aliquando, Quirites! / L. Catilinam furentem audacia / ABCDEFGHIJKLMNOPS
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Benjamin Franklin Type Specimen. One page of a 4-p. specimen of types made by B. Franklin in Philadelphia, issued by his grandson in 1790. Size of original is 17x12 inches. The American Type Founders Company is the successor of B. Franklin, typefounder, who brought his type foundry from France in 1785.

This edition of sixty thousand copies was printed from one set of type forms. The American Type Founders Company never prints from electrotypes, as many printers seem to believe. The opinion is ventured that in no other work of such magnitude can there be found as high a degree of good craftsmanship—an incentive to all who study it.

TYPE DESIGNS ORIGINATED BY THE AMERICAN TYPE FOUNDERS COMPANY COPIED BY OTHERS

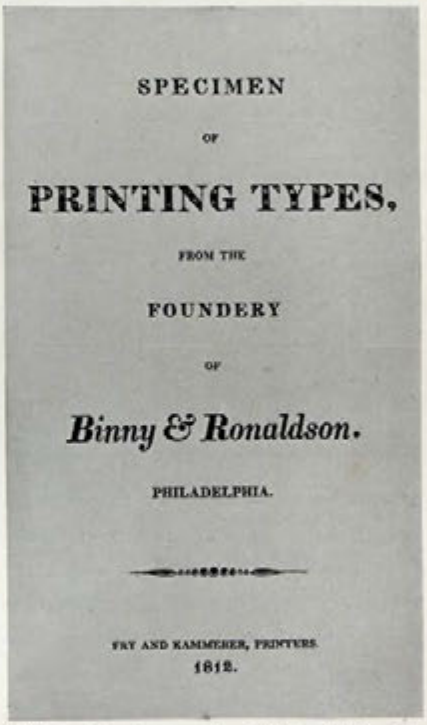
Nearly all the popular type faces for which the manufacturers of composing machines are now furnishing matrices were designed by the American Type Founders Company. These designs have been copied without alteration, except such as is necessitated by the mechanical limitations of the machines. The same designs have also formed the principal stock in trade of small type foundries which come and go. Whether these copied designs are sold in matrices or in fonts of type the American Type Founders Company receives

not the slightest compensation; but it asks printers who use composing machines to realize that whatever merit any machine composition may have in the matter of typographic design, such merit is, with few exceptions, derived from designs original with the American Type Founders Company; and printers are asked to give the credit to the originator and not to manufacturers of typesetting machines and other copiers.

The design of every type face, border or decorative piece made and sold by the American Type Founders Company is original or has been acquired by purchase. The appropriation of any kind of design has not been permitted by the management.

EXPENSES EVADED BY COPIERS

Every type face originated by the American Type Founders Company represents a large outlay. Type designing is an expert, difficult and expensive art. Each character must be made to conform in its design to restrictions of body, width and line. Cutting the matrices is an expensive operation. Experiments and changes to procure better effects always entail further expense for recutting matrices. To introduce a new type series expensive specimens must be sent to all the printers. It is useless to send out specimens until stocks of the types have been placed in selling houses in many cities, involving another heavy investment. All these outlays are made while there is no certainty that the type series will become a profitable seller—there must be large sales before the cost of preparation can be recovered. But no sooner does a type design prove to be a success than it is copied and launched on an assured market which the American Type Founders Company has created at great expense and considerable risk. The designs and matrices of one type family alone cost the American Type Founders Company more than eighty thousand dollars. These designs were copied at a small percentage of that outlay.


SPECIMEN

OF

PRINTING TYPES,

FROM THE

FOUNDERY

OF

Binny & Ronaldson.

PHILADELPHIA.

FAY AND KAMMERER, PRINTERS.

1812.

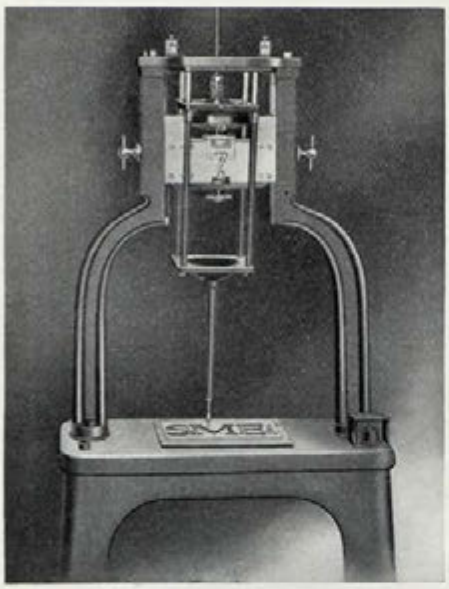
Title page of the first type specimen book issued in America. Size of the original is 8x5⅛ inches. The American Type Founders Company is the successor of Binny & Ronaldson, who began to cast types in 1796, in Philadelphia.

AN ANCIENT AND HONORABLE ANCESTRY

The American Type Founders Company proceeds in its work and policy in the consciousness that it has an ancient and honorable reputation to sustain. The founders of the business were Binny & Ronaldson, in 1796, in Philadelphia. In 1806 they purchased the type foundry of Benjamin Franklin, established in 1785. Since then others of its predecessors have achieved fame as fathers of the typefounding art in America.

UNEQUALED TYPEFOUNDING EQUIPMENTS

During the last quarter century the entire process of making matrices has been revolutionized and greatly improved by the American Type Founders Company, by the development of the wonderful Benton Matrix Cutting Machine, of which it is the exclusive owner and sole manufacturer in America. It is the invention of Linn Boyd Benton, the famous director of the General Manufacturing Department of this Company.



The celebrated Benton Matrix Engraving Machine, invented by L. B. Benton, director of the General Manufacturing Department of the American Type Founders Company, which manufactures the machine. It has completely revolutionized the art of matrix making.

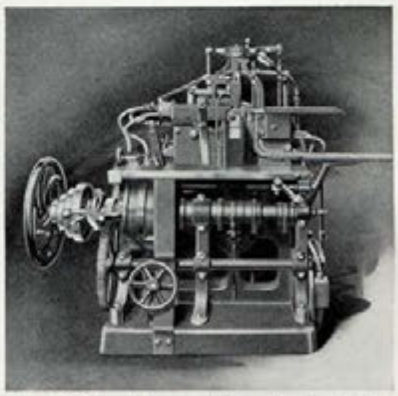
In the same period the process of type casting has been greatly improved and accelerated by the use of the Barth Automatic Type Casting Machine, of which the American Type Founders Company is the sole owner and manufacturer.

Types, cuts, and decorative materials are cast on larger bodies than in any other type foundry. All the decorative material shown in this book is cast in type molds—none of it electrotyped. Matrices for decorative material are cut on the Benton Adcut Engraving Machine, specially designed for and built by the American Type Founders Company for its exclusive use.

A more recent invention, the Benton Automatic Brass Rule Machine, is the first to successfully take the place of the brass rule bench with hand planes by which brass rules have been made for nearly four centuries. This machine ensures a uniform accuracy in the height and face of brass rule that is impossible when benches and hand planes are used.

Besides these major inventions, many minor ones are in use, all making for improved quality of manufactures. The American Type Founders Company builds all the machines, appliances and tools used specially in matrice making, type casting and the manufacture of brass rule. The superiority of its product is based upon the unequaled effectiveness of its plant equipment, which results from the inventiveness of its personnel, encouraged to the utmost by the general management.

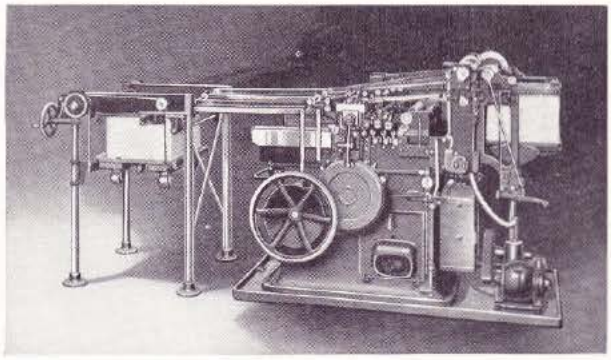
No machine is permitted to grow old, no process to become stereotyped, in the manufacturing departments. It is at once the oldest type foundry in America and the youngest in spirit, and the most alert in manufacturing methods.



Unequaled Barth Automatic Type Casting Machine, invented by the late Henry Barth, sometime manager of the Cincinnati House of the American Type Founders Company, which manufactures this machine for its exclusive use.

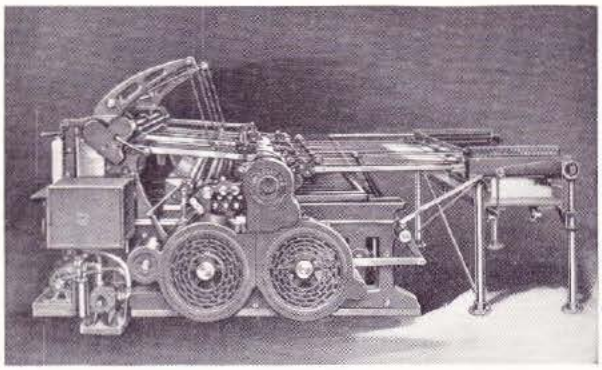
THE KELLY AUTOMATIC PRINTING PRESS FAMILY

A great achievement of the American Type Founders Company was the introduction of the now celebrated Kelly Automatic Job Press. To accommodate the demand, unprecedented in the history of printing press manufacture, the Company, as this book is being circulated, is erecting a huge factory, with an equipment as perfect as the latest inventions provide. In this factory a Kelly Press Family will be developed and manufactured. Each member of this press family will fully occupy its special field. There are two sizes of the Kelly Presses in manufacture and another is about to be put on the market. These presses are fully described in the Kelly Press section of this book.



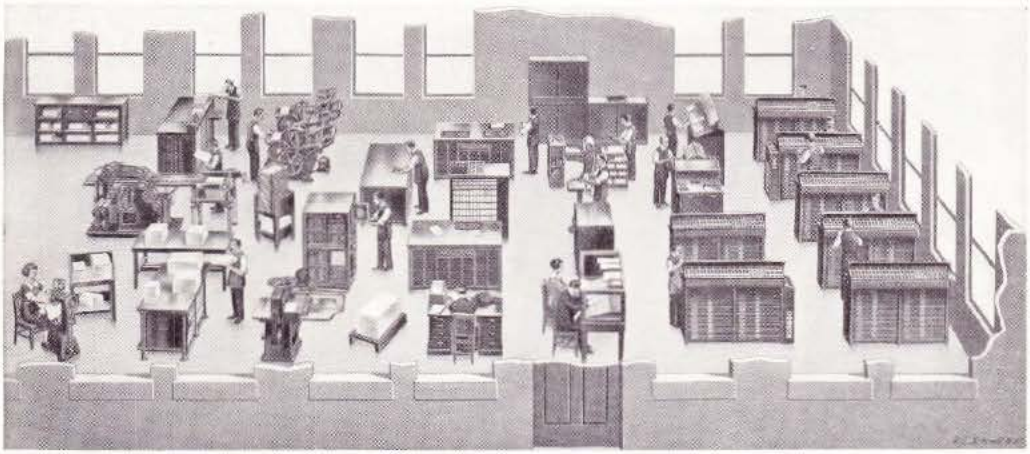
Kelly Automatic Job Press, Style B, half super-royal plus, developed and manufactured by the American Type Founders Company

There was nothing accidental about the invention of the Kelly Press. In 1911 the American Type Founders Company engaged William M. Kelly to develop his invention of a fast automatic job press, the purpose of which was to decrease the cost of production and to improve the quality of all kinds of commercial printing. In other words, the Company made a liberal investment in an idea. There were improvements from the beginning, and persistence in experiments resulted in success early in 1915. In that year a press building plant was added to the Central Plant of the Company, and the Kelly Automatic Job Press was launched on a market hungry for the invention. This was the first entirely automatic flatbed job printing press; its speed is unexcelled, and also the quality of its product. The users testify to the fact that the Kelly Automatic Job Press is an unequaled profit maker—hence its extraordinary popularity. Other members of the Kelly Press Family will sustain that reputation. Purchasers of Kelly Presses are buying the utmost durability that the best materials and workmanship can give, with more than adequate strength. All parts are interchangeable. The Kelly Presses have unusual facilities for quick make-ready and quick alterations of forms on beds. Whether the work required is of the finest or merely of average quality, these presses will be found to be unrivaled in quantity of production.



Kelly Automatic Press No. 2, bed 28½x35½ in., a complete high-class printing unit, developed and manufactured by the American Type Founders Company

CUT-COST SYSTEM OF PRINTING PLANT EQUIPMENTS

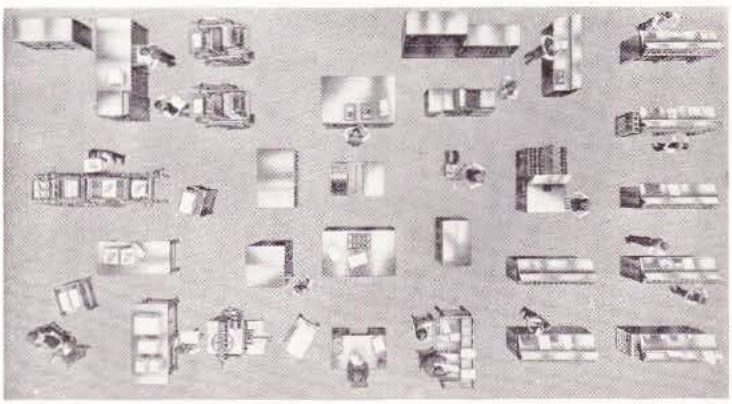


View of an American Cut-Cost Composing and Job Press Room, in which all the equipments were originated by the American Type Founders Company, except the proof press, desk, paper cutter, platen presses and wire stitching machine. Fewer composing room equipments are required when the Cut-Cost System is adopted.

In 1913 the American Type Founders Company established an Efficiency Department, the first important task of which was to study the relation of printing plant equipments to production. This was the first comprehensive study of this nature. As the result, the Cut-Cost System of Printing Plant Equipments, illustrated in the catalogue section of this book, was designed, and is now in use in thousands of printing plants, effecting in each substantial reductions in costs of production. The Cut-Cost Equipments have justified their name, and have made obsolete the larger part of the equipments which were in general use in 1913.

THE EFFICIENCY DEPARTMENT

The practical help of a force of experienced and successful production engineers is offered to printers establishing new printing plants, or removing, extending or re-equipping old plants. They make layouts to scale, in which the work is scientifically routed with a view to accelerating production, saving space, and

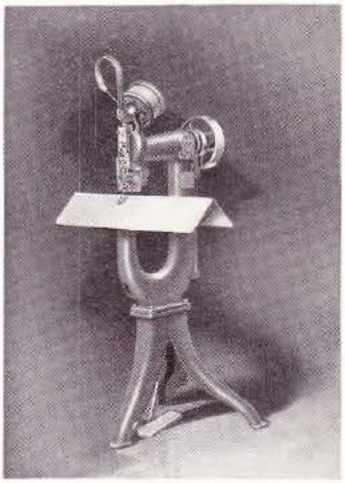


Looking-down view, showing layout of composing room and job press room shown above. Ample space in aisles and alleys, productive with all materials placed where most needed in the fewest number of cabinets—all making for maximum production.

improving working conditions. In several instances production has been increased while the rented space has been reduced. Savings in production costs vary with the conditions encountered. These have been as high as thirty-five per cent (in instances where the necessity for overtime has been overcome), and ordinarily range from fifteen to twenty-five per cent.

OTHER NOTABLE ACHIEVEMENTS

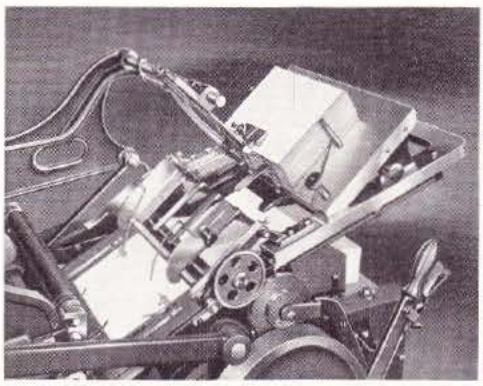
Every achievement of the American Type Founders Company has noticeably increased the prosperity of the printers. To it belongs the credit of placing upon the market those most popular and best of all stitching machines, the Boston Wire Stitchers. The Company is manufacturing and selling the Klymax Automatic Feeder for Chandler & Price Presses, which does a wider range of work than any other feeder applied to these presses, at a speed limited only by the action of the presses. Incidentally, it has, from the beginning, fostered the Chandler & Price Presses, selling more of them than all other dealers combined. It is also the chief distributor of the products of the Hamilton Manufacturing Company, selling more of them than all other dealers combined.



One of the Boston Wire Stitching Machines, for which line the American Type Founders Company is exclusive sales agent. It is the best seller.

EDUCATION DEPARTMENT

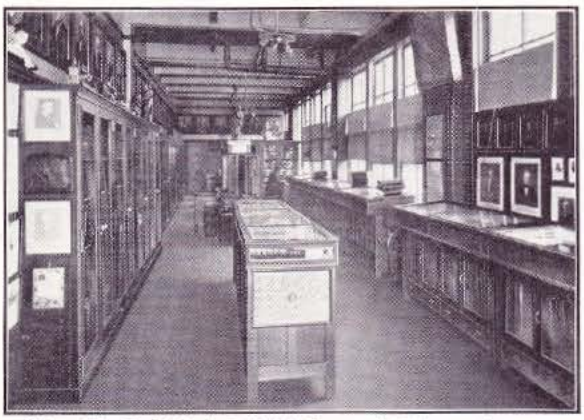
In 1915, the American Type Founders Company organized its Education Department, the function of which is to coöperate with vocational schools throughout the country, whether municipal or under the auspices of printers' associations, with a view to increase the effectiveness of instruction in printing. The department also aids vocational schools in securing efficient teachers. These activities help the printers in two ways: First, the proportion of printing class students who adopt printing as their vocation enter printing plants better equipped for efficient service and for their own advancement; secondly, those students who do not continue in printing will form a class in the business world which will be in sympathy with better printing and appreciative of its value and effectiveness. The more the activities of the Education Department are understood by printers, the more willing they will be to coöperate in this good work.



The Klymax Automatic Feeder, as applied to all sizes of Chandler & Price Gordon Presses, owned and manufactured by the American Type Founders Company. Undoubtedly the best feeder.

TYPOGRAPHIC LIBRARY AND MUSEUM

In 1908 the American Type Founders Company founded its Typographic Library and Museum for the higher education of the printers in the art of typography. This collection, which has grown to be the most complete of its kind in existence, has entirely justified the expectations of the management. It has stimulated the enthusiasms and aspirations of many of those who, within the last decade, have become leaders in the typographic art. These men, with their followers, have advanced the average excellence of American printing to a higher degree than has elsewhere been attained, while the number of those who are doing work of the highest excellence is increasing noticeably.



View of West End of Main Hall of the Typographic Library and Museum of the American Type Founders Company

This is a public library and museum established to perpetuate and honor the memory and achievements of all those who in any period and in all countries have advanced the typographic arts. The library occupies two rooms and contains more than twelve thousand volumes relating directly or indirectly to printing and its allied arts. It is open to visitors during business hours.

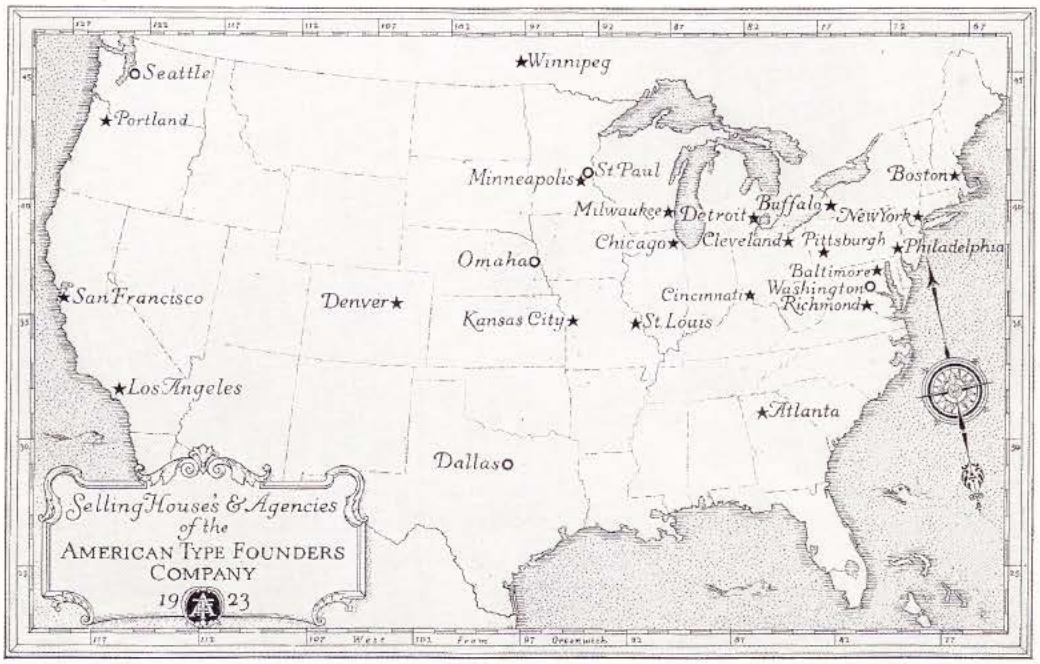
The collections in the library include type specimen books and broadsides from 1486 to the present time, textbooks, pictures and portraits, medals and autograph letters relating to printing and printers, ancient printing presses and appliances and other antiquities. There are also collections of books on journalism, advertising and relief engraving of all kinds, bookbinding, paper making, illuminated and other pre-typographic books, and of masterpieces in early printed and modern books.

The Typographic Library and Museum assumes the duty of collecting and preserving the memorabilia of printing and printers of all nations. It aims to answer or afford means of answering authoritatively all the questions relating to printing and its allied arts. Its ability to do this is the test of its comprehensiveness. The coöperation is invited of all who are interested in maintaining and enhancing the prestige of the art of printing, not only among the printers, but among their clients.



View looking East of the Main Hall of the Typographic Library and Museum of the American Type Founders Company

COVERING THE AMERICAN CONTINENTS



★ *Selling Houses of the American Type Founders Company*
○ *Houses of Barnhart Brothers & Spindler which are Selling Agents for American Type and Kelly Presses*

The policy of the American Type Founders Company is to give, as nearly as possible, equally good service in all parts of the country. The accompanying map shows the location of well-stocked Selling Houses and Selling Agencies in North America.

"Covering the Continent" ensures to the printers everywhere an expedition in deliveries and easy access to a diversity of stocks of types, machinery, equipment and materials unequaled in previous experience and keeping pace year by year with the growth of the printing industry. The American Type Founders Company, both in manufacturing and in selling, is constantly and actively helping the profitable progress of the printing industry, in which its interest is as vital as that of the printers themselves.

AMERICAN TYPE IN LATIN AMERICA

The National Paper and Type Company, 32-38 Burling Slip, New York, is the sole agent in all Latin American countries for all the manufactures of the American Type Founders Company, of which it carries stocks in its Selling Houses in Buenos Aires and Rosario, Argentina; Habana, Cuba; City of Mexico, Guadalajara, Monterrey, Tampico, Torreon, Chihuahua and Mazatlan, Mexico; Lima, Peru; and Montevideo, Uruguay. In the Latin American countries where it has no regular branches and stocks, the Company has selling agents. List of agents will be sent on application.

VISITORS ARE WELCOME AT ALL TIMES

By those who have visited it, the Central Plant of the American Type Founders Company in Jersey City is regarded more as an institution than a factory. It is an institution for the advancement of printing and printers. All who are interested in printing are welcome to visit it, and will be shown, without reservation, all the art and mechanical processes of type making: the development of a design from the original drawing to the matrices, the engraving of punches and matrices, the fitting of the types, the making of the molds, the tools of precision which establish that degree of accuracy in the types which is not equaled by any other manufacture made in large quantities, the casting machines, the manufacture of brass types and brass rules, and, last but not least, the Typographic Library and Museum, unrivaled in completeness.

AN ORGANIZATION DISTINGUISHED BY ITS LOYALTY

This book is the creation of Wadsworth A. Parker, manager of the Specimen Printing Department. Since 1906 Mr. Parker is to be credited with all the specimen printing. The Type Designing Department, which has been the chief factor in maintaining leadership in type design, is directed by Morris F. Benton. In 1892 Joseph W. Phinney, now first vice-president, was the leading authority in America in type design, and became the chief advisor in this important factor in the success of the Company. In 1895 Mr. Phinney effected a revolution in typographic taste in America by adapting to modern uses ancient and classic type designs, thus initiating the leadership in type faces. In 1911 William M. Kelly, for several years an employee of the Company, submitted his invention of an automatic job press, now world-famous as the Kelly Press, which was put on the market in 1915. Mr. Kelly is the manager of the Kelly Press Division, next in importance to the type department. In 1908 Henry L. Bullen undertook the work of establishing the Typographic Library and Museum, a collection solely formed by him, of which he continues as curator. In 1913 Mr. Bullen organized the Efficiency Department and in 1914 designed the Cut-Cost System of Printing Plant Equipment. In 1923 Charles W. Kellogg, who has grown up with the Efficiency Department, became its manager, having amply earned his promotion. In 1915 the Education Department was organized by Frank K. Phillips, manager, for introducing printing as part of vocational training in schools. The general success finally depends upon the able and loyal organization—the twenty-eight managers and the staffs of the Selling Houses, the production engineers, and the superintendents and employees of the Manufacturing Departments, too numerous to particularize, but none the less appreciated. Lastly, the Executive Department affords a leadership to the whole organization. It is headed by Frank B. Berry, second vice-president; Walter S. Marder, secretary; and J. Russell Merrick, treasurer.

R. W. Nelson

President and General Manager



AMERICAN TYPE FOUNDERS COMPANY

SELLING HOUSES

BOSTON, MASS. . . . 270 Congress Street
NEW YORK . . . . . 200 William Street
NEW YORK *Uptown Branch*, 461 Eighth Avenue
NEW YORK . . . *Conner, Fendler & Company* 96 Beekman Street
PHILADELPHIA, PA. . 17-19 South Sixth Street
PHILADELPHIA, PA. . . *Keystone Type Foundry Supply House*, Eighth and Locust Streets
RICHMOND, VA. . . . 11 Governor Street
BALTIMORE, MD. . 213-217 Guilford Avenue
BUFFALO, N. Y. . 45 North Division Street
PITTSBURGH, PA. . . . 323 Third Avenue
CLEVELAND, OHIO 15 St. Clair Avenue, N. E.
CINCINNATI, OHIO . . . 646 Main Street
ATLANTA, GA. . . 116-118 Central Avenue
CHICAGO, ILL. . 517-519 West Monroe Street
DETROIT, MICH. . . 557 West Larned Street
ST. LOUIS, MO. . . Ninth and Walnut Streets
MILWAUKEE, WIS. . . . 125 Second Street
MINNEAPOLIS, MINN. 421 Fourth Street, South
KANSAS CITY, MO. . 932 Wyandotte Street
DENVER, COLO. . . . 1621 Blake Street
PORTLAND, ORE. . . . . 47 Fourth Street
SAN FRANCISCO, CAL. . . 500 Howard Street
SPOKANE, WASH. . . West 310 First Avenue
LOS ANGELES, CAL. . 121 North Broadway
WINNIPEG, CANADA . . . . 376 Donald Street

THE following Houses of BARNHART BROTHERS & SPINDLER are agents for Type, Kelly Presses and other manufactures of the AMERICAN TYPE FOUNDERS COMPANY:

WASHINGTON, D. C. . . . . 1224 H Street, N.W.
ST. PAUL, MINN. . . . . 51 East Third Street
OMAHA, NEBR. . . . . 1114 Howard Street
DALLAS, TEXAS . . . . . 1102 Commerce Street
SEATTLE, WASH. . . . . Western Avenue and Columbia Street

CANADA, EAST OF PORT ARTHUR

TORONTO TYPE FOUNDRY COMPANY, York and Wellington Streets, Toronto
54 Jurors Street, Montreal

SELLING AGENT IN LATIN AMERICA

NATIONAL PAPER AND TYPE COMPANY, 32-38 Burling Slip, New York, is sole agent in Latin American countries for all the manufactures of the AMERICAN TYPE FOUNDERS COMPANY and carries stocks of them in the following cities:

ARGENTINA:—BUENOS AIRES, Calle Piedras 132; ROSARIO, General Mitre 635.
CUBA:—HABANA, Presidente Zayas 46.
PERU:—LIMA, Santo Toribio 240-266.
URUGUAY:—MONTEVIDEO, Calle Florida 1430.
MEXICO:—CIUDAD DE MEXICO, 7a de Nuevo Mexico 122; MONTERREY, Hidalgo 9; GUADALAJARA, Avenida Colon 183; TAMPICO, Empresa 13; TORREON, Juarez 1405; CHIHUAHUA, Independencia 200; MAZATLAN, Calle Guelatao 160-162.

AGENTS IN OTHER FOREIGN COUNTRIES: For names of agents in other foreign countries, apply to AMERICAN TYPE FOUNDERS COMPANY, 300 Communipaw Avenue
Jersey City, New Jersey, U. S. A.

THE POLICY OF THE AMERICAN TYPE FOUNDERS COMPANY



To continually create type designs which improve the quality and increase the demand for printing everywhere.

To coöperate in every well considered movement which aims to benefit the printing industry and enhance its prestige.

To discourage unhealthy competition and encourage such trade methods as will increase prosperity in existing plants.

R. W. Nelson

President

American Type Founders Company

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ROBERT W. NELSON

Vice-Presidents
JOSEPH W. PHINNEY
FRANK B. BERRY

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CHARLES P. SOULÉ
JOSEPH H. KING
WM. M. KELLY



View of the Central Plant of the American Type Founders Company, showing its nearness to the City of New York, which is seen in the background, with the Hudson River between

The Complete Index

Individual items of types, borders, ornaments, decorative material, printing machinery, steel and wood printing office equipments, bookbinders' materials and supplies, and all miscellaneous items, will be found at the extreme end of this catalogue

Ready Reference Index

of

The More Important Items Shown in this Book

To assist in quickly locating the principal items in type families, type faces, various type classifications, important machinery, etc.

	PAGES		PAGES
Publicity Types	17-331	Classified Advertising Faces	517
General Jobbing Faces	17-331	Typewriter Faces	521-532
Copperplate Gothics	334-349	Body Types	535-581
Card Faces	350-359	General Information	582-585
Text Faces	360-366, 376-388	Typographic Accessories	586-621
Society Types	367-375	Calendar Figures	602-611
Correct Society Printing	389-396	Decorative Material	625-802
Script Types	399-425	Brass Rule	811-874
Shaded Faces	429-443	Kelly Presses	879-894
Outline Faces	128, 182, 184, 444-447	Machinery Section	895-1010
Gothic Faces	459-494	Cut-Cost Equipments	1011-1064
Newspaper Head Letter	474-481, 508-511	Hamilton Equipments	1067-1130

For all other items refer to the complete index at end of catalogue

STUDY this catalogue page by page. It is not a mere catalogue, but a veritable encyclopedia of typographic styles. Herein are the type faces which establish typographic fashions, and also many beautiful examples of how these type faces may be used to please the printer's customers. These examples are not shown to embellish the catalogue, but to demonstrate to the printer that extra profits may easily be obtained if the printing is done with type faces of higher merit in their design, which impart extra value to the printing. Study this book in the interests of your own customers

MODERN FLOURISHES

THE TYPE DESIGNS USED ON PAGES 3 TO 16D ARE GARAMOND AND GARAMOND ITALIC, EXCEPT ON PAGES 16C AND 16D, THE DECORATIVE MATERIALS USED ARE TEAGUE BORDERS IN VARIOUS COMBINATIONS

Types

The choicest selection of
Publicity Types for the
Commercial Printer and
the General Advertiser

as well as

the newest and best designs in
Job Faces, Italics, Texts, Scripts,
Shaded Faces, Gothics, Type-
writer Faces, Body Types
Accessories, etc.

AFTER all is said and done, the printer's work is judged chiefly by the type faces used in it. A good type face may make poor paper and cheap inks passable, but the best qualities of papers and of inks are incapable of giving even a semblance of quality to printing executed with type faces of inferior designs

This insert is printed on BLUE BISCAY WEDDING, plate finish
Basis 21½x33—76 lbs.
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.

A first complete display
of the

GARAMOND

Series

after the beautiful XVIth century types
of Claude Garamond,
together with

Garamond Italic



Embellished with the

CLELAND BORDERS AND ORNAMENTS

especially designed for these letters

by T. M. CLELAND

CLELAND ORNAMENT

BRASS RULE FRAME MITERS

72 Point 4 A 6 a

Marks

60 Point 5 A 7 a

Sighted

48 Point 6 A 10 a

BUNCH

Eruption

36 Point 7 A 12 a

INSPIRED

Huge Clock

30 Point 8 A 14 a

BRANDING

Unequal Kind

24 Point 9 A 19 a

ROMANCE
Gay songbird returns at first sign of spring

18 Point 15 A 29 a

MONUMENTS
BEGUN memorial dedicated to hero with much pomp

16 Point 17 A 34 a

ENTERPRISING
FRENCH musicians banqueted by local civic organizations

14 Point 22 A 42 a

SIMPLE RULES FOR BRIGHT PERSONS
NUMBER among your virtues some unselfish thoughts about saving

12 Point 24 A 47 a

INTRODUCING ENGLISH STYLE
SEVERAL importing establishments will show latest designs in silks and satins by foreign textile mills

10 Point 26 A 53 a

DILIGENCE WITH TRUTH IS GAINED
ROADS seldom are too wearisome or lengthy for one who advances with patience and care

8 Point 26 A 53 a

BROAD INFLUENCE OF CORDIAL CHATS
REAL enjoyment is never derived from books until ideas thus obtained have been ventilated in sound conversation with others

6 Point 30 A 60 a

GREAT DANGER MAKES MEN MORE INFLEXIBLE
STRONG courage increases the chances of success oftentimes by creating opportunities and availing itself of them. It gives the strength and power to see and overcome hidden dangers

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R

S T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s t u v

w x y z ff fi fl ffi ffl . , - ‘ ’ : ; ! ?

SMALL CAPS from 6 to 18 Point are put up separately and furnished only when specially ordered

12 Point 24 A 48 a

SECURE DESIGN FOR MAGAZINE
Display of new styles in typography proved interesting exhibit at recent shows. Student exhibition very clever

10 Point 27 A 54 a

COLONIAL PERIOD TIME OF PROGRESS
Faithful workers should evince a continual desire to surpass their previous efforts each eventful day

8 Point 30 A 60 a

FINER FRENCH TYPE CAST BY GARAMOND
The very neat work turned out by printers centuries ago astonishes people to-day and especially if we consider the equipment at their disposal

6 Point 32 A 63 a

CLEVER ORGANIZATION SPECIALIZING METHODS
Experience has greatly extended and immensely broadened ideas governing the management and development of business. During this productive period many fine records of efficiency were reported

24 Point 10 A 19 a

DIGESTION
Fine samples of imported frocks attract maiden

18 Point 16 A 28 a

MISCONSTRUE
Conscientious effort stamps the work of true craftsmanship

16 Point 17 A 34 a

GOVERNMENTS
Eastern organization distributing religious tracts through station

14 Point 22 A 44 a

NOBLE PRIVILEGE DEFINITE SYSTEM
Pleasingly designed type faces favorably influence the cause of fine printing

48 Point 6 A 10 a

FORCED
Displayed
Straighten

36 Point 7 A 12 a

METHODS
Unfrequented
Bibliographic

30 Point 9 A 16 a

ECONOMIZE
Poster effects give pleasing touch to color advertising

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v w w
x y z ff fi fl ffi ffl as is us ct fr ll sp st tt . , - ' ' : ; ! ?

The following characters are fonted separately and furnished only when specially ordered

A B C D E G L M N P R T Y &

Garamond

COMBINING the qualities of force and elegance in an exceptional degree, this beautiful letter designed by the first professional type founder in the year 1540 presents opportunities for the widest range of application to the intelligent printer of to-day. Its utility and beauty will make it a standard type of the future.

GARAMOND

AND GARAMOND ITALIC

Cut and cast exclusively by

American Type Founders Company

CLELAND BORDERS

ON THE pages which show the Garamond Family a number of examples are presented which suggest a variety of uses, plain and decorative, for which these types are appropriate. That more of the examples are ornamental than otherwise is quite naturally due to a desire to demonstrate the many possibilities of the Cleland borders and Cleland ornaments which were especially designed for these types. The beauty of the letters themselves will suffice to give dignity and distinction to the plainer kinds of printing.

ARCHVILLE TRUST COMPANY

· BANKERS ·

ARCHVILLE, OREGON

MILES C. BARDOLPH
President

ARTHUR NYME
First Vice-President

CHICAGO OFFICE
5061 Michigan Avenue

TEN MINUTE

Talks

ON

INVESTING

PUBLISHED EVERY WEEK
BY
THE WORLD CORPORATION
New York

BYRON H. BOND

INVESTMENT
SECURITIES

480 Wall Street

Brown, Alton & Brown

CIVIL ENGINEERS

Wm. B. Brown

923 Broad Street

Artistic settings in semiprecious stones as well as in diamonds and pearls are offered to discriminating purchasers at prices which are very moderate when quality and craftsmanship are taken in consideration.

Reliable watches and clocks shown in big variety of cases, all of the finest workmanship and design. The watch and clock repair department employs only skilled and experienced experts.

The best possible facilities are offered for the cleaning, repair and storage of valuable jewelry and objects d'art.

CARTWRIGHT COMPANY

PEARLS
DIAMONDS
WATCHES
SILVERWARE



OUT-OF-TOWN ORDERS FILLED BY MAIL

FIFTH AVENUE
NEW YORK

CLELAND ORNAMENT

Interior Decorations

Antique Furniture

WARREN WEST AND COMPANY

Draperies and Hangings

Sketches and Estimates Furnished

CLELAND BORDER

Gifts

Articles of distinctive character for every occasion

CLELAND BORDER

HISTORICAL PORTRAITS

EARLY ENGLISH PAINTINGS OF NOTED PERSONAGES OF THE XVITH CENTURY

NOW ON EXHIBITION AT

The Carmor Galleries

CLELAND BORDERS

Orlay

cut velvets are now on exhibition in a large variety of the newest patterns & colors. They offer uncommon artistic advantages as well as durable qualities

MCMXXVI

CLELAND BORDER

MENU

HORS D'OEUVRES

CONSOMME ROYALE
au croutons

BROOK TROUT
Celery Sauté Meuniere Olives

RIS DE VEAU
Montebello
Petits Poids à l'etuvée

SELLE D'AGNEAU
Colbert

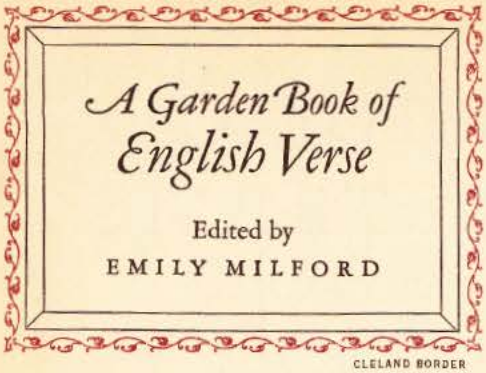
COEURS DE LAITU

COUPE GARAMOND
Petits Fours

CAFE



CLELAND ORNAMENTS



CLELAND BORDER

ROBERT HERRICK

CLELAND ORNAMENT

To Daffodils

Fair daffodils, we weep to see
You haste away so soon;
As yet the early rising sun
Has not attain'd his noon.
Stay, stay
Until the hasting day
Has run
But to the evensong;
And having pray'd together, we
Will go with you along.

· 3 ·

CHAPTER FC

The Green Cur

COUNTLESS moments pas
motionless in the hallwa
the curtained door throu
disappeared. A great fear that th
unseen held his eyes riveted to t
that seemed gradually to be fuse
half-crazed stare. Now the branches of the trees in the woodland background appeared to sway, the sunlight danced on the grass, the sheep began to move about in their browsing, and the eyes of the sleeping shepherd maid seemed to flicker as if she were at last awakening from her long slumber. Suddenly he started. For the first time Stewart noticed that the shepherdess looked strangely like Isabelle. He crept stealthily closer to the pastoral scene. Yes, he was sure of it; it was she. Instead of passing behind the tapestry she had slipped quietly into the picture to spend the rest of her days peacefully dreaming under the flowered arbor. The flowing green curtain had eternally separated them; it had taken her from him. The thought of it maddened him. He was filled with a frantic desire to wrench the curtain from the door and tear it in shreds. Suddenly a voice called

35

Love Lyrics of Old France

Translated and Edited by ARTHUR CREIGHTON WARNER

Volume One

Chapter Two

The Pharao–Conquest of the beautiful Irene–Project for a mascarade

AFTER I was fully awake I remembered the shepherd maid who had danced the furlana so well at the opera ball and I thought of paying her a visit. I was not so much intrigued by her beauty, but I was anxious to know who was that father and that mother who were my old friends. I dressed for the morning and went out on foot to the tavern of *The Three Kings.* I went up, without saying anything, to the room which the girl had indicated to me, and I stood confounded to find myself face to face with the Countess Rinaldi, to whom Zavoki had introduced me at the *Locanda* of Castelletto sixteen years before. The reader will remember how M. de Bragadin had paid her husband the sum which he won from me at cards.

Madame Rinaldi had aged, but not enough to be at all unrecognizable. As I had never had for her more than a passing caprice, I did not linger

Text set in 16 Point Garamond *and Italic*

THESE ARTISTS WILL APPEAR

THE complete list of concert artists of the highest musical standing whose names are printed here will appear under our personal direction during the coming season. To those who are familiar with the exacting standards of this office and with its reputation in the past no further introduction than the mention of these renowned names will be necessary. Broxton concerts never disappoint



CLELAND BORDER AND ORNAMENTS

Bindings

Meredith, Ronaldson & Company take pleasure in announcing that they now have on exhibition a remarkable collection of fine bindings of the 16th century. There are many exceptional specimens of hand-tooled book covers from the libraries of royal personages, as well as a number of embroidered bindings of this period. A collection of this character has never been shown in America before. This display will remain in progress until August first



BRASS RULE FRAME MITERS

Paragraph set in 16 Point Garamond Italic

CLELAND ORNAMENTS

May 1924

MONTHLY PRICE LIST OF

Rare Books

FIRST EDITIONS & CLASSICS

CLELAND BORDER

LOGAN & TURNER

PLAYS

THOSE interested in the drama, classic and contemporary, are sure to find our stock of plays and works on dramatic literature and technique in all its branches unrivalled by that of any establishment in the city. We have specialized in books of this kind for many years and we offer our knowledge in this department to any who care to avail themselves of this service

ADAMS BOOK SHOP
136 HARCOURT STREET

Bronze

A PLAIN TREATISE ON THE USE OF THIS MOST DURABLE AND BEAUTIFUL OF METALLIC ALLOYS · ILLUSTRATED WITH A NUMBER OF MODELS—SCULPTURAL ARCHITECTURAL AND STRUCTURAL—WITH VALUABLE DATA FOR THE ARCHITECT & ENGINEER

CLELAND COMBINATION ORNAMENTS

NO MORE than a very few suggestions are possible, within the limits of these pages, of the practically limitless uses to which the series of Cleland borders and ornaments may be put with the Garamond Faces. The effects shown here are all simple in construction and within the scope of any compositor. They will prove a source of increased profit to enterprising printers

This package should be kept in a cool and dry place to maintain perfect condition of contents at all times

CARLTON PRODUCT

RICHMOND CLUB

Baths

THE MOST LUXURIOUS AND BEAUTIFUL ESTABLISHMENT OF ITS KIND IN THE COUNTRY

Always Open

HOTEL AMBOISE

Twenty-third Season

Messrs. J. ROAN & SON
HAVE THE HONOUR TO INVITE
AN INSPECTION OF
THEIR LATEST IMPORTATIONS
OF UPHOLSTERY FABRICS
AND RARE HANGINGS

CLELAND BORDERS

CATALOGUE
OF
Rouard Fils
PORCELAINES
AND
FINE
TABLEWARE

ILLUSTRATED CATALOGUE

Porcelaines

and fine tableware

ROUARD FILS

Limoges · France

1926
EDITION

CLELAND BORDERS

A Perfume of exquisite refinement especially adapted to the discreet taste of those women who prefer always to be inconspicuous.

Lis
DU JARDIN DE MON PERE

Made in the famous laboratories of DRAQUIN 46 Rue Garamond Paris, from the original formula in use for a century.

CLELAND BORDERS

NELSON DEAN & CO.

· ARCHITECTURAL SCULPTORS ·
DESIGNERS AND MODELERS IN ALL
DECORATIVE MATERIALS

6 BEAUVILLE BOULEVARD
ESSEX MAINE

CLELAND BORDERS AND ORNAMENT

PRICE

WATCHES & CLOCKS

Favorably known for more than a century for their reliability of materials and workmanship and for their unsurpassed accuracy in all circumstances

PRICE TIMEPIECE COMPANY
ELLDALE, CONN.

Life & Letters of Crane

VOL. 16

SPECIAL EDITION

GARAMOND IS A CLASSIC OF TYPE FACES

CLELAND BORDERS

This insert is printed on AURELIAN (Natural)
made by the WORTHY PAPER CO. ASSOCIATION, Mittineague, Mass.
in White, Natural and India; 25x38—70 and 80 lbs.; deckle edge

In the preparation of

PERIODICAL

ADVERTISING PAGES

Garamond and Garamond Italic in combination with the Cleland borders and ornaments, will offer compositors and layout men of ingenuity and taste, inexhaustible means for the creation of designs at once decorative, dignified and clearly legible.

IMAGINE this page, for example, in the advertising section of a popular magazine. Would it attract your attention? Is it readable? This page is purposely decorative in order to show the possibilities of designs of this character. It is entirely composed of typographic material.

CLELAND BORDERS

Cast on Art Line

Garamond Bold

PATENT APPLIED FOR

72 Point 4 A 6 a

High

60 Point 5 A 7 a

DINE

Epical

48 Point 5 A 9 a

SERIFS

Majesty

36 Point 6 A 11 a

PUBLISH

Biological

30 Point 8 A 14 a

NUMBERS

Hectograph

24 Point 8 A 17 a

BRIMSTONE

Modern Detail

18 Point 13 A 26 a

DEFINITION

Many problems thought trifling were not solved

14 Point 20 A 40 a

UNIQUE DESIGN

Noted foreign artist exhibited many fine interior decorations

12 Point 22 A 44 a

BEAUTIFUL HOUSE

Retired coal merchant from very remote town purchases cottage near the highest mountains

10 Point 23 A 47 a

DYNAMITE BLASTS

Unexpected explosion caused public building to collapse. Contractor says faulty construction investigation will start

8 Point 26 A 50 a

ECONOMIC LECTURES

Newly appointed physical instructor delights village students. Many prominent people attended the dance that immediately followed

6 Point 28 A 54 a

ELEGANT RESULT SHOWN

Many workers throughout the country are studying personal efficiency. Foremost industrial leaders are highly pleased with the stronger morale. Economic society approves of movement and will readily extend support

Characters in Complete Font

A B C D E F G H

I J K L M N O P

Q R S T U V W

X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v

w x y z ff fi fl ffi ffl

. , - ‘ ’ : ; ! ?



A STUDY of this page as well as the six pages which immediately follow will show that in offering the Garamond Bold type design to the printers of the country the American Type Founders Company has done more than simply to place a new type face upon the market. This important addition to the classic Garamond Family combines, to an unusual degree, distinctiveness of character with beauty of design. It is not a type face limited to any special kind of work, but is suitable for use on a wide range of publicity and commercial printing

CLELAND BORDER AND ORNAMENT

BRASS RULE FRAME MITERS

TYPOGRAPHY IS THE MOST INFLUENTIAL OF ALL THE ARTS: IT SENDS KNOWLEDGE ABROAD AS HEAVEN SENDS THE RAIN · ONE FRUCTIFIES THE SOIL, THE OTHER MAN'S INTELLIGENCE

BRASS RULE FRAME MITERS

CLELAND BORDER

THE ADMIRABLE

GARAMOND FAMILY

AN ANCIENT CLASSIC TYPE DESIGN

FOR PRINTING OF MERIT

CLELAND COMBINATION ORNAMENTS

SPECIMENS

OF OUR

TYPE FACES

AND

DECORATIVE MATERIAL



MCMXXIII

BORDEN & RICHARD

Art Printers

24 East Livingston Street

New York

Illustration & Lettering

Every detail of these subjects is carefully taught by our competent instructors

For the past forty-one years the Coleman Institute has been teaching *Illustration & Lettering*. Many of our nationally known designers were students of the Coleman Institute. *Enroll Now!* Send for booklet B4

Coleman Institute · North Johnsburgh

CLELAND BORDERS AND ORNAMENT

IDEAS

WE DESIRE to call the attention of printers to the new ideas in typographic borders which are displayed throughout this book. Many of these borders have been designed by leading decorative artists. These designs should be of great interest to the wide-awake compositor

The Decorative Materials of the AMERICAN TYPE FOUNDERS COMPANY *are Unexcelled in Beauty of Design*

CLELAND BORDER AND ORNAMENT

SPOTS

A SPOT OF COLOR HERE AND THERE WILL DOUBLE THE VALUE OF PRINTING · MANY NEW AND BEAUTIFUL ORNAMENTS ARE DISPLAYED FOR THE FIRST TIME IN THIS CATALOGUE



This insert is printed on AURELIAN (Natural) made by the WORTHY PAPER CO. ASSOCIATION, Mittineague, Mass. in White, Natural and India: 25x38—70 and 80 lbs.; deckle edge

Garamond Bold

GIFTS

FOR EVERY OCCASION



ARTICLES OF PROVEN MERIT

FRANK M. BRIGHTON
STATIONER

CLELAND BORDER AND ORNAMENT

THE WRIGHT WAY

PRINTING
PROPERLY
EXECUTED

TELEPHONE
BIRGHEN
2879-80

WRIGHT & CO.
PRINTERS

CLELAND ORNAMENT BRASS RULE FRAME MITERS

INSTRUCTIVE AND ENTERTAINING

TEN MINUTE TALKS ON TYPES

TYPOGRAPHIC LIBRARY

AMERICAN TYPE FOUNDERS COMPANY

CLELAND BORDER AND CLELAND COMBINATION ORNAMENT

THE REASON TYPEFOUNDERS SPECIMEN PRINTING SHOULD BE DECORATIVE IS OBVIOUS

TYPE
ORNAMENTS
BORDERS
BRASS RULE
ON SALE

ENVELOPE ENCLOSURES ARE ECONOMICAL ADVERTISING

We want to tell *Merchants & Manufacturers* of one Good way to *reach* a great many people for *but little money.* Envelope Stuffers, sent with your *Bills* during the month and also with your *Monthly Statements,* that tell of some Unusual Service or of Bargains in Merchandise, often start a customer *toward more purchases.* Envelope Enclosures are *economical advertising pieces* and cost *very little to print.* They require No Postage. Have your office assistants enclose them with letters, bills and statements, and note the result

OUR SERVICE DEPARTMENT

will help you plan a series of these Advertising Pieces that should prove an *excellent investment* Call on us at Any Time

MINTER-PECKHAM COMPANY, Typographers

Hawthorne Building, 45 Rockingham Street

PITTSBURG, MICHIGAN

OLD ENGLISH BORDER

Garamond Family

JOHN SMITH, *Manager*

Telephone BERGEN 1234



SYLVESTER STEPHENS COMPANY

Printers

392 MONTGOMERY STREET

New York

The
GARAMOND FAMILY
for
Beautiful
Effects

NATIONAL STUDIOS

INCORPORATED

283 EAST 42D STREET - NEW YORK

Telephone MANHATTAN 6014

DAVID MORAN

Secretary and Treasurer

Phone MAIN 2903



JeanetteViola Endey

Harpist

EIGHTEEN RAYMOND PLACE

New York City

Return in five days to

DANIEL JONES MITTCOMB

Downaleron Apartments

ALBANY, GA.

ORPHIC SPOT

Committee on Active Membership

NATIONAL INSTITUTE of APPLIED DESIGN

Executive Office · 79 EAST 54TH STREET

Northport, Delaware

Goudy Catalogue

PATENT APPLIED FOR

72 Point 3 A 5 a

Sold

60 Point 3 A 5 a

Eight

48 Point 5 A 8 a

Dahlia

42 Point 5 A 9 a

Blandly

36 Point 6 A 10 a

HERON

Madrigal

30 Point 6 A 12 a

NUMBER

Rhapsodist

24 Point 8 A 16 a

UNIFORMS

Philanthropy

18 Point 13 A 24 a

BACKBONE

Monthly sales are expanding

14 Point 17 A 34 a

LAST EDITION

The best books of fiction seldom fail to have good sales

12 Point 20 A 39 a

PRODUCTS SOLD

Men are interested in all matters pertaining to their own business

10 Point 23 A 44 a

SELECTED CLERK

Expensive handmade papers are much used at the present time for the finest sort of work

8 Point 26 A 51 a

EXCITING QUESTION

Newsprint is consumed in enormous amounts by the city newspapers especially for the Sunday editions of several bulky supplements

6 Point 30 A 60 a

COMPLICATED MACHINES

The wood pulp used for making newsprint contains the original impurities present in the wood; that is why our newspapers turn quite yellow and become brittle

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j

k l m n o p q r s

t u v w x y z ff fi

fl ffi ffl . , - ' : ; ! ?

Goudy Catalogue Italic

PATENT APPLIED FOR

10 Point 24 A 48 a

SENSIBLE ACTION

Only few are qualified to shine in society; but it is possible for almost all men to be agreeable

8 Point 26 A 51 a

PROFIT BY MISTAKES

Experience is a safe light to walk by and he is not a rash man who expects to succeed in future by the same means that helped him in days past

6 Point 30 A 60 a

MEDICAL COURSES LIKED

Reading is to our minds the same as exercise is to our bodies. By the one, health is greatly invigorated and preserved; by the other, virtue which is the health of the mind is kept alive and tenderly cherished

18 Point 13 A 24 a

FRANCHISE

Grand opening for trade school

14 Point 16 A 32 a

HARMONIOUS

Enjoyable musical selections heard by means of the radio

12 Point 22 A 42 a

CENTER MARGIN

Rare manuscripts and books often yield ideas that are very practical

72 Point 3 A 5 a

Shift

60 Point 3 A 5 a

Reply

48 Point 5 A 9 a

Hybrid

42 Point 6 A 10 a

Unfilial

36 Point 6 A 11 a

EDITOR

Breakfast

30 Point 7 A 14 a

DUBIOUS

Melancholy

24 Point 8 A 16 a

UNSPOKEN

Phantom Ship

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u

v w x y z ff fi fl ffi

ffl ct . , - ‘ ’ : ; ! ?

CULTURE

MAY BE OF TWO KINDS: THAT FORCED ON MAN AND THAT ACQUIRED OF HIS OWN WILL ❦ THE PRINTED PAGE ASSISTS THE WIDE-AWAKE MAN THAT SEEKS CULTURE

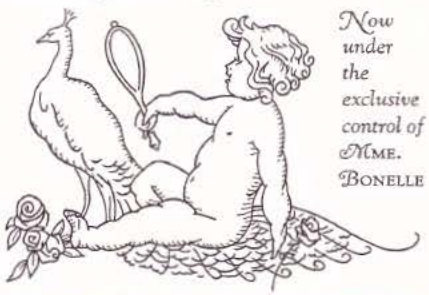
PARAMOUNT BORDER · BROCHURE BORDERS

VANITY BEAUTY SALON

Ralston Road, near Sandringham Park

A SHOP of rare charm and distinction that caters only to women of discriminating taste and refined judgment

Telephone for an Appointment



Now under the exclusive control of MME. BONELLE

BROCHURE BORDER · ROTERS ILLUSTRATOR



TYPOGRAPHY

To begin with, the design of a piece of printing should be considered in its relation to the idea of the thing itself, its sale and use. Obviously, the type faces, color scheme and illustration should be keyed to the end of making it easy for the reader to get the idea of the advertiser, for results are what count. Type should therefore be employed with proper consideration for its force in presenting the copy



AMERICAN

TYPE IS THE BEST

TORY ORNAMENTS

Goudy Oldstyle

PATENTED MAY 9, 1916 REGISTERED NO. 655,643

72 Point 4 A 6 a

BEN

Joint

60 Point 5 A 7 a

SIGH

Rapid

48 Point 5 A 9 a

BINDS

Exploit

42 Point 5 A 10 a

HOUSE

Shingled

first time

36 Point 6 A 10 a

HOME

Quaint

30 Point 7 A 14 a

FOUND

Musician

delighted

24 Point 8 A 16 a

NOTICES

Unfinished

framework

18 Point 12 A 23 a

MECHANIC

GIVES experts

usual warning

14 Point 17 A 34 a

EXPERIMENTS

BRIGHT magician spent much time unraveling tricks

12 Point 21 A 40 a

GRAND PICTURE

RECENT photographs inspire many leading theatrical promoters

10 Point 24 A 48 a

PERFECT SPECIMEN

SIMPLE design exhibited considered very artistic for modern typography

8 Point 27 A 54 a

CUT-COST EQUIPMENT

MODERN cabinets containing leads and quads reduce labor costs considerably. Efficiency material creates large profits

6 Point 29 A 58 a

STIMULATING PRODUCTION

PROGRESSIVE printers recognize the fact that economy lies in equipping their plants with modern materials and machinery. Now is the time, as every minute lost swells the pay roll

Characters in Complete Font

A B C D E F G H I J K L

M N O P Q R S T U V W X

Y Z & $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p

q r s t u v w x y z ff fi fl ffi ffl

ct ¶ ❦ . , - ' : ; ! ?

SMALL CAPS from 6 to 18 Point, and Oldstyle Figures 1234567890 in all sizes, are put up in separate fonts and furnished only when specially ordered

Goudy Italic

PATENTED APRIL 9, 1918 REGISTERED NO. 660,448

Daintiness

says more for itself than all the fine words you can recruit to its aid

To advertise daintiness in jewelry, garments, perfumes, or silverware you must employ the Language of Daintiness, which is the combination of paper, color, illustration and the judicious use of the graceful

Goudy Italic

American Type Founders Company

BROCHURE BORDER

Characters in Complete Font

A B C D E F G H
I J J K L M N O
P Q R S T T U V
W X Y Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi fl ffi ffl Qu ct . , - ' : ; ! ?

36 Point 6 A 11 a

PRINTERS
Harpsichord

30 Point 7 A 14 a

MECHANIC
English Subject

24 Point 9 A 18 a

INTRODUCED
Quaint Inhabitant

18 Point 14 A 28 a

MODERN SYSTEM
Large Mercantile Firm

14 Point 19 A 36 a

EXCURSION STEAMER
Delights Numerous Children

12 Point 24 A 46 a

BEAUTIFUL COMPOSITION
Hartford Sculptor Awarded Medal

10 Point 26 A 52 a

PRINTING LEADING MANKIND
Michigan College Students Enlightened

8 Point 29 A 58 a

ENFORCES FIRE PREVENTION RULES
Drastic Regulations Ordered by Advisory Board

6 Point 33 A 65 a

AMERICAN TYPE STYLES INCREASE BUSINESS
National Advertisers Demand Latest Typographic Designs

Goudy Cursive

PATENT APPLIED FOR

36 Point 6 A 11 a

Austral Translated

30 Point 7 A 14 a

Knowledge Sylvan Tracts

24 Point 9 A 18 a

Recapitulate Colorful Exhibits

18 Point 14 A 28 a

Admires Display Unique Folder Given

14 Point 19 A 36 a

Dignified Characters Winter Harvesting Begun

12 Point 24 A 46 a

Responsibility Undivided Delightful Springtime Musical

10 Point 26 A 52 a

Gathering Twilight Shadows Irreproachable Subtleness Established Graduation Valedictory

8 Point 29 A 58 a

Classic Beauty Delighted Friends Expressed Admiration During Performance Romantic Songs Appreciated

6 Point 33 A 65 a

Surroundings Created Distinctive Atmosphere Newest Production Excited Daily Comment Abroad Simplicity Noted Throughout

Catalogue of Prints & Etchings Rare Books on Fine and Applied Art

Telephone 14 Deal

Metropolitan Galleries

South Manchester

TEAGUE BORDERS

Characters in Complete Font

A A B C D E F G

H I J J K L M N N

O P Q R S T U V

W X Y Z QU Qu Th &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e e f g g h i j

k k l m m n n o p q r

s t t u v v w w x x y z

ff fi fl ffi ffl qu ct st ſs

. , - ' : ; ! ? ~ ~ ~ ~



Printers & Publishers

Particular Attention is Called to the Elegant

Goudy Cursive Series

[Made in Nine Sizes]

A Type Face of Great Merit and Many Possibilities

Original · Distinctive · Beautiful



American Type Founders Company

GOUDY TITLE

PATENTED APRIL 9, 1918 REGISTERED NO. 660,444

48 Point 5 A

MEN
SICK

42 Point 5 A

NOSE
HIGH

36 Point 6 A

RINGS
INFER

30 Point 8 A

POSING
URBAN

24 Point 9 A

EMBLEMS
GENUINE

18 Point 13 A

BANQUETED
DELIGHTFUL
FROLICSOME

14 Point 17 A

ENCLOSED
UTILIZING
SCHOLARS

12 Point 19 A

PROUD MEN
OLD CHOIRS
CLEVER BOY

10 Point 23 A

SEND MOTHER
URGING DAME
OAK MANSION
CHIDING KING

8 Point No. 2 26 A

HUG INSTRUCTOR
BEAUTIFUL SCENE
SHOP ORCHESTRA
QUESTION YOUTH

8 Point No. 1 32 A

PROMINENT PRINTER
MAKE PROPOSITIONS
INTERESTING OBJECT
CAUTION HORSEMEN
ADVERTISING BONDS

6 Point No. 3 30 A

DECIDE CRITICAL POINTS
BUSY SCHOLARS RETURN
WRITER AIDS MEMORIAL
ENORMOUS FIELD GAMES
GOLF INSTRUCTOR BOLD

6 Point No. 2 36 A

MODEST SUBSCRIPTION GIVEN
ARTISTIC DANCER TRAVELING
BUILT CONSPICUOUS STUDIOS
PURCHASING MODERN HOUSE
CHILD UNVEILED MONUMENT
IMPORTING CHRISTMAS SUITS
SOUND FINANCIAL EMPORIUM

6 Point No. 1 44 A

RENDERING HIGHEST HOME SERVICE
SCHOLAR ASTONISHED INSTRUCTOR
GOVERNMENT ENCOURAGED THRIFT
AMERICAN INGENUITY UNEXCELLED
HIGHER EDUCATION INCOMPARABLE
EXPERIENCED EASTERN MERCHANTS
INSURING EXTRAORDINARY DISPLAY

The advantage of Title Line is that it permits of close spacing between lines

CHARACTERS IN COMPLETE FONT

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
. , - ' : ; ! ?

AFTER ALL IS SAID AND DONE

After all is said and done, types are the most important part of the equipment of a printing office. There are times the printer overlooks this very important fact as he contemplates his expensive machinery



AMERICAN TYPE FOUNDERS COMPANY

The Goudy Type Family

There is a distinct
touch of tomorrow embodied
in the Goudy types
of today, and this quality
which anticipates
the future enhances their
present day uses



American Type Founders
Company

American Type Founders Company

GOUDY TYPE FACES

Goudy Oldstyle · Goudy Italic · Goudy Bold · Goudy Bold Italic
Goudy Handtooled · Goudy Handtooled Italic · Goudy Cursive
Goudy Catalogue · Goudy Catalogue Italic · Goudy Title



To Printers and Advertisers:

Variety in type designs is the spice of typography. There was a period from the early sixteenth to the end of the eighteenth century when all printing was done with type designs of the order of which Caslon Oldstyle and Garamond are the present day representatives. These are superb designs, but the printers became so fearfully tired of being compelled to use them, that, when Bodoni introduced his modern roman design, the old style types were abandoned with one accord. Almost a century elapsed before the old style types were restored to favor.

There must be variety to keep the higher order of type designs from growing stale through too constant use. A good parent type design, such as Goudy Oldstyle, is therefore developed in various interpretations into a type family, all to the end that printing may be kept forceful and lively.

OUR POLICY

To continually create type designs which improve the quality and increase the demand for printing.

To co-operate in every well-considered movement which aims to benefit the printing industry and enhance its prestige.

To discourage unhealthy competition and encourage such trade methods as will increase prosperity in existing plants.

AMERICAN TYPE FOUNDERS COMPANY

ROBERT W. NELSON, *President*

TEAGUE BORDERS

The GOUDY Family of Types

GOUDY TYPES in their shapes have a close affinity with the classic roman letters of early Venetian printers. The ancient models are enlivened by increased contrast of main and minor lines, and by more acute serifs. These modernizations increase the effectiveness for present day uses and give a free, flowing quality which is one of the chief reasons for the popularity of the Goudy types. The light shines through each character, establishing unusual clearness in mass effects. Goudy types are for all purposes and give dignity with strength to every piece of printing

American Type Founders Company

THE PRINTING PRESS VOICE OF ALL PROGRESS AND WORLD THOUGHT

MUCH hath printing wrought for thy well-being and for all mankind. To movable types thou art debtor for thy knowledge, thy liberty, and thy prosperity or thy hope of prosperity. The foremost human benefactor is John Gutenberg. Four centuries ago his printing types first pierced that darkness of superstition and dense ignorance which prevailed through the many cycles of centuries. Those types of Gutenberg are now as ever the pillars of fire leading us toward a universal civilization that is sure to come when mental and moral darkness shall be no more

TEAGUE BORDERS

BERKSHIRE TEXT

Antique—Deckle Edge *Basis 25x38—60 and 80 Lbs.*

Made in French Gray, White and India—Wove and Laid

A Quality Paper That Will Appeal to Buyers of Good Printing



SANSOM BORDER

Goudy Bold

PATENTED MAY 25, 1920 REGISTERED NO. 675,653

72 Point 3 A 4 a

Dial

60 Point 3 A 5 a

Sight

48 Point 4 A 8 a

Baked

42 Point 5 A 9 a

Ringlet

36 Point 5 A 10 a

MINOR
Epitaphs

30 Point 6 A 12 a

PENSION
Bright Day

24 Point 8 A 14 a

SCHEDULE
Quaint Road

18 Point 12 A 23 a

NEIGHBOR
Help another general cause

14 Point 17 A 32 a

DESIGN BOND
Exhibit beautiful document before critical audiences

12 Point 20 A 38 a

HIGH POSITIONS
Commission desired doctors having large influential following

10 Point 23 A 44 a

EXPERTS DECIDE
Gathering in lyceum creates development regarding imports of foreign merchandise

8 Point 25 A 48 a

MAKES FINAL PLANS
Passenger resumes travel after long and wearisome months spent in locating wonderful marble quarry for building corporations

6 Point 29 A 57 a

THRONGED MAIN STREET
Downpour of rain disastrously interferes with joyous carnival and celebration that had drawn immense crowds. After waiting considerable time the majority went to their respective homes

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl . , - ' : ; ! ?

Goudy Bold Italic

PATENT APPLIED FOR

Non-Kerning

10 Point 23 A 45 a

TENTH LECTURE
Most knowing judges continue granting the youth letters praising comprehensive theme

8 Point 26 A 52 a

ENTHUSE BUILDERS
Prosperous manufacturer recently notified employes who contemplate erecting houses immediately of his indiscriminate assistance

6 Point 29 A 58 a

FINEST ENTRANCE GATE
The thought commonly coupled with a gate is its intention as a barrier stopping the entrance of unwelcomed guests, yet in these days a flowery garden entrance may attract rather than restrict

18 Point 12 A 23 a

CONQUERS
Several tender vines matured

14 Point 17 A 34 a

NICE SERVICE
Prominent mayor from remote town craves ceremonies

12 Point 21 A 41 a

ENJOY OUTINGS
Kindergarten lecture receives compliments from grateful patron

72 Point 3 A 4 a

Bird

60 Point 3 A 5 a

Graft

48 Point 5 A 8 a

Nectar

42 Point 5 A 9 a

Helpful

36 Point 6 A 10 a

DINERS
Engulfed

30 Point 7 A 12 a

FURNISH
Neat Styles

24 Point 8 A 16 a

MUNCHED
Risked Claim

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi
ffl ct . , - ‘ ’ : ; ! ?

Goudy Handtooled

PATENT APPLIED FOR

72 Point 3 A 4 a

Dial

60 Point 3 A 5 a

BEN

Sight

48 Point 4 A 8 a

PINK

Epoch

42 Point 5 A 9 a

DINES

Hybrid

36 Point 5 A 10 a

MINOR

Epitaphs

30 Point 6 A 12 a

RECIPE

Nymphs

24 Point 8 A 14 a

HOCKEY

Ice skating

quite early

18 Point 12 A 23 a

NEIGHBOR

Helpful hints

about buying

14 Point 17 A 32 a

BURLESQUE

European light opera with fine music featured

12 Point 20 A 38 a

INDEPENDENT

Remote little isles given opportunity to obtain freedom from foreign king

10 Point 23 A 44 a

MEN GRADUATE

Students from many states complete their courses and graduate from popular college

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U V

W X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i j

k l m n o p q r s

t u v w x y z ff fi

fl ffi ffl . , - ' : ; ! ?

Goudy Handtooled Italic

PATENT APPLIED FOR

14 Point 17 A 34 a

MODERNIZE
Improved ways
of manufacture
being employed

12 Point 21 A 41 a

SUBSCRIPTION
Notable magazine
increasing number
of pages because of
additional interest

10 Point 23 A 45 a

HUNTING HORSE
Southern equestrians
display unusual skill
in handling imported
steeds in circus arena

30 Point 7 A 12 a

FROND
Naughty

24 Point 8 A 16 a

GNOMES
Responded
after lunch

18 Point 12 A 23 a

DECEMBER
Quaint dance
was approved

72 Point 3 A 4 a

Bird

60 Point 3 A 5 a

HER
Eight

48 Point 5 A 8 a

MINE
Judges

42 Point 5 A 9 a

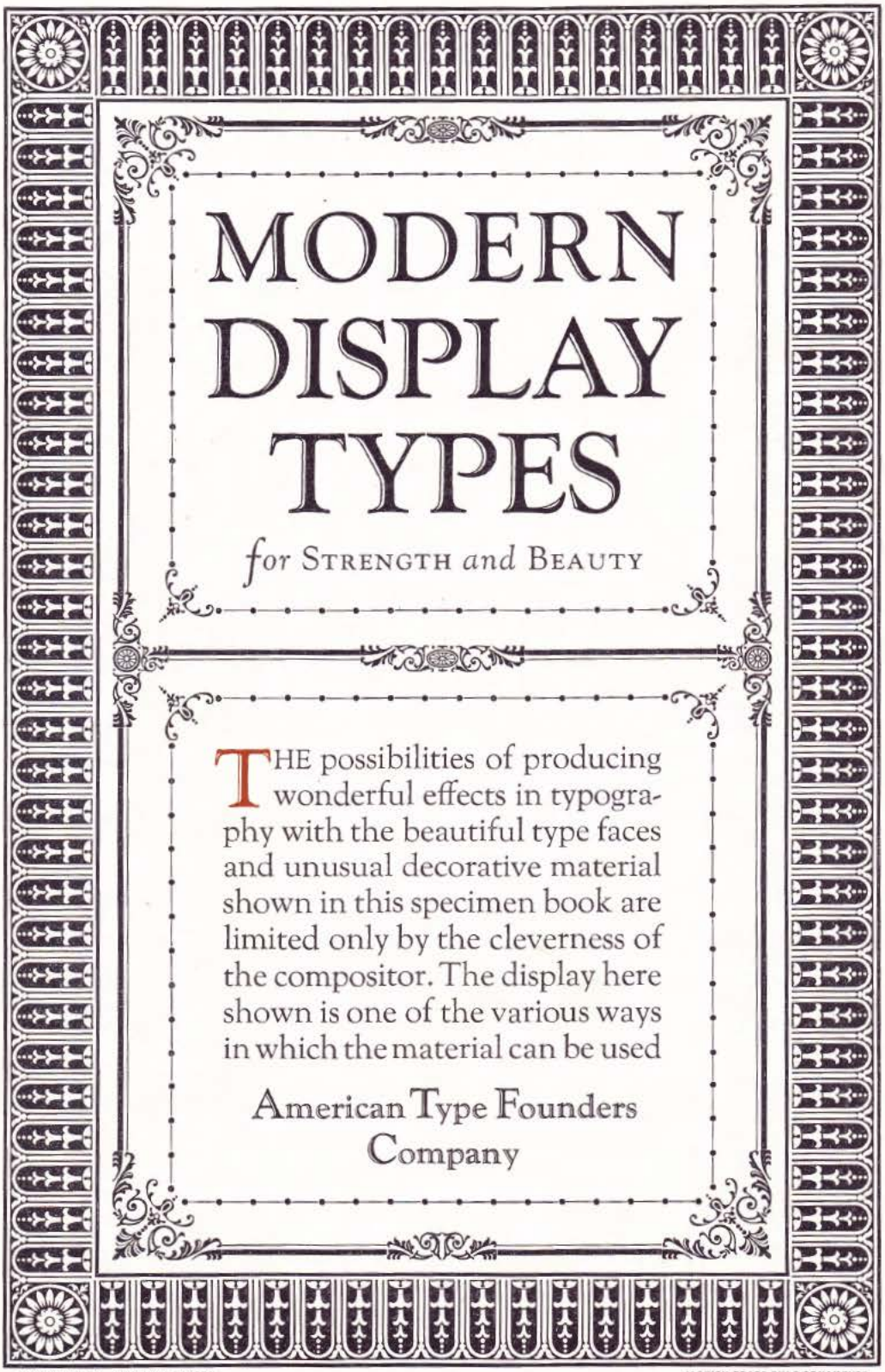
KINGS
Spirited

36 Point 6 A 10 a

DRONE
Northern

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi
ffl ct . , - ‘ ’ : ; ! ?



ROMAN BORDER AMERICAN BORDER

JAGUISH BRASS RULE ORNAMENTS

The UNDYING CHARM *of* COLONIAL FURNITURE

No vogue of the moment will ever rival the lasting appeal of Early American Furniture. Its dignity and richness, its simple artistic beauty and sincerity, set it apart from any modern style and therein lies the popularity

NELSON FURNITURE COMPANY

NEW YORK & CHICAGO

OLD ENGLISH BORDER

Goudy Handtooled *for* Distinctive Printing

American Type Founders Company

DURING DECEMBER

AN EXHIBITION

~OF~

PAINTINGS

WATER COLORS
ETCHINGS AND DRAWINGS OF
INTERIORS

ROMAN STUDIOS

DECORATIVE ART BUILDING

GREENWICH AVENUE ~ PHILADELPHIA

OLD ENGLISH BORDER

Cast on Art Line

Bodoni Series

PATENTED APRIL 13, 1915 REGISTERED NO. 627,275

72 Point 3 A 4 a

Sight

60 Point 3 A 5 a

Maple

48 Point 5 A 8 a

IS King

42 Point 5 A 8 a

MONTH

July One

36 Point 5 A 10 a

NUMBER

Third Rig

30 Point 6 A 11 a

MOULDED

Letter Style

24 Point 7 A 14 a

FINE HOUSE

Submit Design

18 Point 11 A 22 a

USED TRACK
REPAIR finished
in time for race

14 Point 16 A 31 a

REMARKS MADE
DEMANDS statement
about large concern

12 Point 18 A 35 a

SECURE PRINTING
GETTING qualifications
considered reasonable
under good conditions

10 Point 21 A 40 a

QUESTION METHODS
HAPPY childhood pranks
amused sedate professor
while visiting at nursery

8 Point 23 A 46 a

EXHIBIT GREAT SUCCESS
LAVISH business arrangement
in western city amazed visitor
from the slumbering lakeside

6 Point 28 A 52 a

PRINTERS GETTING BIG PROFITS
THOSE BUSINESS men who cannot secure the elusive dollars nowadays are certain some morning to awake and realize that the outlook is rocky and very uncertain unless they catch up with the crowd and realize that efficiency means prosperity

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
“ ” . , - ‘ ’ : ; ! ?

SMALL CAPS from 6 to 18 Point, and Oldstyle Figures 1234567890 from 6 to 18 Point, are put up in separate fonts and furnished only when specially ordered

Bodoni Italic

PATENTED JULY 20, 1915 · REGISTERED NO. 627,282

Cast on Art Line

10 Point 21 A 41 a

EXQUISITE SHOWING
Beautiful sculpture being commended by numerous art connoisseurs of repute

18 Point 11 A 22 a

HIDE DESIGN
Successful clerk wins promotion

72 Point 3 A 4 a

Dark

8 Point 22 A 45 a

DISTINGUISHED HUNTER
Renowned professors arrange for an indefinite sojourn with explorer in uninhabited lands

14 Point 16 A 31 a

RESTORES BOND
Prominent financier builds country home

60 Point 3 A 5 a

Staple

6 Point 28 A 55 a

GIVES INTERESTING EXHIBITION
Educational supervisor expressing great personal satisfaction with latest display of ornamental porcelain that proved of intense interest to home builders as well as craftsmen. Many unique and artistic specimens received favorable comments

12 Point 18 A 33 a

EXPERT DIRECTOR
Musical society renews membership campaign under energetic leader

48 Point 4 A 8 a

Beyond

42 Point 5 A 9 a

NORTH
Graceful

36 Point 5 A 9 a

REBUKE
Huge Disc

30 Point 6 A 11 a

BRIDGING
Kept Hotels

24 Point 7 A 13 a

NOBLE BIRD
Each Numeral

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v ꝛ w ẘ x
y z ff fi fl ffi ffl
“ ” . , - ‘ ’ : ; ! ?

Cast on Art Line

Bodoni Book

PATENTED APRIL 13, 1915 REGISTERED NO. 627,276

48 Point 5 A 9 a

RESUMING
Bring Orders

42 Point 5 A 10 a

HARMONIZE
Simple Reason

36 Point 5 A 10 a

DISTINCTIONS
Nicely Decorated

30 Point 6 A 12 a

INTRODUCING
Graphical Sketch

24 Point 8 A 16 a

LARGE INDUSTRY
Neighbor Enterprises

18 Point 12 A 24 a

REPRODUCE MACHINE
ELIMINATES Unusual Defect

14 Point 17 A 33 a

BRIGHTER GREEN COLORING
HANDSOME Masterpieces Exhibited

12 Point 19 A 38 a

COMPOSITION OF DISCOURSE
ENGLISH must follow high standard of correct usage that is observed in the writings of the greatest authors

10 Point 22 A 42 a

THE MODERN SHORT SENTENCE
SENTENCE construction as our ancestors knew this term is not cause for unmixed satisfaction among present-time writers

8 Point 24 A 47 a

KEEPING OFFICE RECORD FACILITIES
MOST managers will find that keeping available record facilities means reducing the overhead expenses and the general increase of efficiency

6 Point 27 A 52 a

INDUSTRIAL DISEASE PREVENTION ENCOURAGED
THE FUNCTION and duty of employers to exercise not ordinary but extraordinary care to prevent occupational diseases is no longer an arguable or debatable question. Adequate means are available whereby the spread of disease can be prevented

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
“ ” . , - ‘ ’ : ; ! ? [] ()

Characters [] () not furnished with 24, 30, 36, 42 and 48 Point sizes

SMALL CAPS from 6 to 18 Point are put up in separate fonts and furnished only when specially ordered

Bodoni Book Italic

Cast on Art Line

PATENTED JULY 13, 1915 REGISTERED NO. 627,277

10 Point 22 A 43 a

NORTHERN SCENERY INSPIRING
Beautiful fields and enticing mountain trails become wonderfully attractive to sportsmen and vacationists during late summer and early fall. Nature provides numerous recreations during this season

8 Point 24 A 46 a

INTERESTING DISCOVERY RECORDED
Pleasing as the origins of our alphabet are in their details, they are not any more fascinating or interesting than the incidents by which these results have been gained. The patient working out of the meaning of various rock inscriptions has occupied the attention of notable scholars

6 Point 30 A 56 a

EDUCATION INCREASING MECHANICAL EFFICIENCY
Technical education has proved a propelling force in the march of progress in all parts of the world. It teaches modern business methods in a scientific manner, creates a spirit of self-reliance, and ensures a standard of proficiency that is to-day absolutely essential to the individual ambitious to become an efficient and skilled craftsman, and who expects to be really successful in life

36 Point 6 A 9 a

BURDENSOME
Replace Original

30 Point 6 A 12 a

DISENCUMBERED
Magnificent Country

24 Point 8 A 15 a

SCIENTIFIC METHOD
Bright young prospectors introduced unique system

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v ν
w ω x y z ff fi fl ffi ffl
“ ” . , - ‘ ’ : ; ! ?

18 Point 12 A 24 a

INTERESTED COURIER
Spent many delightful days visiting several uninhabited places whilst seeking health

14 Point 16 A 33 a

WONDERING ASTRONOMERS
Observations reporting exceptional planetary activities cause populace many anxious moments during day

12 Point 19 A 39 a

BUILDER CONSERVING GROUND
Delightfully attractive bungalows with spacious basement quarters. Contractors enthusiastic concerning housing people

Distinctly Feminine

WINTER AND SUMMER
STYLE CREATIONS DISPLAYED IN
LARGE VARIETY

THE section that has done so much to enhance the reputation of our store as an establishment truly creative is the Women's Department. It is fashioned along lines of the foremost Parisian shops for women. Here our skilled designers, who have visited Paris and studied the recent tendency of the fashions, are prepared to help you in the selection of a gown that will meet the terms of your own personality and figure. Thus the gown becomes a unique confection that expresses in its every line the distinction that is the very essence of art

WORTHINGTON
Famous American
Modiste
FIFTH AVENUE AT GRAND STREET
ROCHELLE PARK

ITALIAN BORDER

BEAUTY

IN ADVERTISING
AND IN THE
THING ADVERTISED
IS A MOST
POTENTIAL AGENT
IN SECURING
RESULTS

READE PRINTING
COMPANY
Metropolitan Building
Chicago, Ill.

ITALIAN BAND

THE
MODERN
Phonograph

FROM time immemorial music has been the great giver of delight. Nations were born in the glory of music. Dreams of kings have been shattered and kingdoms uprooted, yet music has sprung from the ruins and flourished. Such is the fine spirit of music which came to us through ages, and which the Modern Phonograph reproduces so feelingly.

THE BODONI FAMILY



EAUTIFUL Printing is an educator, the same as is any art. The thoughts of an author take on added values by reason of it. The mind is always receptive in proportion as it is helped to comprehend the real meaning of the writer. Nothing will assist more than an effective page of type in enabling the reader to arrive at that meaning quickly and easily; for this purpose the members of the Bodoni Type Family are not surpassed for power and beauty

Tint: Jaquish Ornament Bodoni Mortised Ornament

Giambattista Bodoni

JOHN BAPTIST BODONI, whose works shed lustre on the typographic arts, was born in Italy in the year 1740, at Saluzzo, Piedmont, near the Alps, and learned the printing trade in the small plant of his father in that town. At the age of eighteen he entered the printing house maintained in Rome by the Roman Catholic Church, known as the *Sacra Congregatione de Propaganda Fide* (Propaganda of the Faith), where religious books in many languages were printed. He was thus led to learn a number of languages, including Arabic and Greek. This historic plant had its own typefoundry, and this typefoundry was the first to issue a type specimen book. That was in 1628, over a century before Bodoni was born. Bodoni was greatly interested in typefounding, and he applied himself to it, and became an expert punch cutter and matrix maker, besides learning or teaching himself the other main branches. But always the thing he was most intent to do was to print beautifully. Bodoni laid the foundations of his undying fame during his four years' study and work with the *Propaganda Fide*

> BODONI developed lofty ideals and he visualized anew the intrinsic beauty of typography. He introduced a distinct and beautiful style into his types which was the forerunner of all modern faces

> BODONI changed the typographic standard of taste entirely. His style is always chaste, relying upon suitable spacing, good proportions, proper margins and clean presswork, rather than upon the use of the decorative effects then in vogue

Set in 18 Point Bodoni Book *and Italic*. Insert in 12 Point and 10 Point Bodoni Book
Heading in 30 Point Bodoni Bold. Modern Brackets and Dash

Printer · Typefounder

In 1762 he established a small printing plant, and began to acquire a good reputation, so that in 1766 the Duke of Parma invited him to that city, offering him a very liberal subsidy and a free hand. Henceforth Parma was the home of Bodoni, and there he flourished. He had conceived the idea of making Roman type faces quite different to the faces which were then in use—the Roman face now called Old Style—and he established a typefoundry which did not cast any Roman faces like those of earlier times. From the year 1469 to 1785 Roman types were all of the design of which the Caslon Oldstyle is representative. The types of the earlier times were many of them beautiful, but the whole civilized world was heartily tired of the monotony produced by their exclusive use, just as we would get thoroughly tired of the beautiful Greek architecture if every house and store and factory were built like a Greek temple. The printers and their customers realized that they had had too much of these ancient good types when Bodoni's new Roman types appeared, and this is proved by the fact that in the year 1805 there was not a single typefoundry in the world making the old style Roman types. The new design was called Modern Roman. The attempt is made in oldstyle Roman letters to reproduce the effect of calligraphy, whereas the Modern Romans are undisguisedly the work of steel engravers—sharp, clear, clean cut and precise. The types in which this page is set are extreme Modern Roman in design, and are truly representative of Bodoni's invention. The characteristics are perfectly flat and sharp horizontal serifs with extreme contrast of the main and minor lines

One of the changes which Bodoni introduced into the forms of his Roman letters was in the serifs. Those of the capitals he reduced to single sharp lines of about the same weight as the thin strokes of the letters, while the serifs of his lower-case characters are raised to an almost horizontal position at right angles with the upright strokes of the letter

No printer or typefounder has exercised a greater influence on the style of printing or the form of all Roman letters than the famous Italian, Giambattista Bodoni, for all of the Modern Roman types follow more or less closely his plain designs. Before Bodoni began, in the latter part of the eighteenth century, to improve the form of letters then in use, legibility was a feature that had received scant consideration at the hands of letter designers. So great was the beauty of his type faces, so widespread was the influence of his style of printing, that it was not long, even in England, before Caslon and other old style faces went out of use and disappeared entirely from type specimen books. Printing took an altogether different form, and because only the general styles of Bodoni's types were copied, and not the many virtues of his printing, the art soon fell to a low level. All who have had access to a collection of books printed by Bodoni agree, however, that the faults of the pupils do not appear in the works of the great master. The open pages with generous margins and the style and beauty of his type faces make the old volumes printed by him a real pleasure to read. His works show that Bodoni never printed anything in an indifferent manner

Set in 14 Point Bodoni Book. Inserts in 8 Point and 6 Point Bodoni Book
Heading in Bodoni Bold. Modern Brackets and Dash

This insert is printed on DECKLE D'AIGLE, brown. Basis 26x38-80 lbs.
Made by the AMERICAN WRITING PAPER CO., Holyoke, Mass.

An Abundance of Type

THE many advantages of an abundance of type are very apparent. There is no waiting for distribution and no picking for sorts, with attendant evils; no delay for sorts which have to be cast specially at an extra expense. Full cases are a sure sign of efficient plants

THE BODONI TYPE FAMILY
MEETS ALL THE REQUIREMENTS OF THE
AVERAGE PRINTING OFFICE

American Type Founders Company

Brochure Border Modern Dash

FOR
BOOKLETS AND
CIRCULARS
THERE
IS NOTHING
BETTER

Bodoni Types

Have a singularly alert, forceful look, and never fail to add life and color to the printed page

Deckle d'Aigle provides for modern use

a paper of the richly beautiful appearance and sterling, old-time characteristic of the fine papers hand-fashioned by the craftsmen of the 15th century, Like them, it has a natural deckle on four sides

Deckle d' Aigle can be furnished in light and heavy weights 12½x19 *and* 19x25



ANNOUNCEMENT

The Temple of the Fathers of Faith announces a great revival meeting for January sixteenth, at which the Rev. Dr. Stephen Light will preach

EVERYONE WELCOME

JAQUISH ORNAMENT

YOUTH is the golden season of foolishness for which the wise would barter all their wisdom, the rich all their wealth, and call it a bargain, knowing the value of youth

VANITY INITIAL

Cast on Art Line

Bodoni Bold

PATENTED JUNE 23, 1914 REGISTERED NO. 627,278

72 Point 3 A 4 a

Holy

60 Point 3 A 5 a

Begin

48 Point 4 A 8 a

Repaid

42 Point 4 A 8 a

FOUND Injuries

36 Point 5 A 8 a

RETURN Masterful

30 Point 6 A 10 a

EMBARKS Army Band

24 Point 6 A 12 a

SOUTH END Higher Juries

18 Point 10 A 20 a

FIND TRADE Exported idea to get business

14 Point 15 A 30 a

LOST INTEREST Continues practice of ignoring orders

12 Point 17 A 32 a

SOLVES PROBLEM Discuss new schemes for combining seven banking associations

10 Point 19 A 36 a

PRINTER INVENTIVE Ambitious students will display modern designs for unusual typography

8 Point 21 A 41 a

AN INVALUABLE SERIES Bodoni is adaptable to every class of work and is selected by those demanding the best

6 Point 25 A 49 a

TASTE IN SETTING COVER PAGE Much of the real advertising value of any book, pamphlet or brochure lies in the cover design, and on carefully selecting an appropriate type series hinges the success of the entire effort no matter what color or stock is used

Characters in Complete Font

A B C D E F G H

I J K L M N O P

Q R S T U V W

X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i j

k l m n o p q r s t

u v w x y z ff fi fl

ffi ffl “ ” . , - ‘ ’ : ; ! ?

Bodoni Bold Italic

PATENTED JUNE 23, 1914 REGISTERED NO. 627,279

Cast on Art Line

10 Point 18 A 35 a

DEFINED SENTENCE
Oakland supreme court judge delivered oration at leading country club

18 Point 10 A 19 a

ENTERPRISE
Maine scientist received medal

72 Point 3 A 4 a

Nigh

8 Point 19 A 38 a

INSURES AUTOMOBILES
Noted youthful underwriter inaugurates modern system for securing office efficiency

14 Point 15 A 29 a

HUGE BUILDING
Beautiful entrance lends enchantment

60 Point 3 A 5 a

Effort

6 Point 24 A 48 a

PRODUCING MOTION PICTURES
Several manufacturing concerns take advantage of new advertising novelty by having motion picture films made showing methods of producing goods made by them. This plan creates civic pride and is also a business stimulant

12 Point 16 A 31 a

FOREIGN ARTISTS
Danish military band rendered remarkable descriptive overtures

48 Point 4 A 6 a

Striped

42 Point 4 A 8 a

HOMES
Diligent

36 Point 5 A 8 a

BOUNCE
Rejection

30 Point 6 A 12 a

NUMBERS
Proficiency

24 Point 6 A 12 a

HISTRIONIC
Fine Mansion

Characters in Complete Font

A B C D E F G H

I J K L M N O P

Q R S T U V W

X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u

v v w w x y z ff fi fl

ffi ffl " " . , - ' ' : ; ! ?

CARD BODONI

24 Point No. 12 — 8 A

RECOGNITION

24 Point No. 11 — 9 A

PREDESTINATED

18 Point No. 10 — 11 A

EXCHANGE GOWNS

18 Point No. 9 — 13 A

COMPLETED STEAMER

12 Point No. 8 — 15 A

PRINTED FINEST BOOKLET

12 Point No. 7 — 19 A

BUILDING BEAUTIFUL MANSION

12 Point No. 6 — 22 A

DISTINGUISHED NOBLEMAN HONORED

12 Point No. 5 — 27 A

IMPROVED TYPOGRAPHICAL ARRANGEMENTS

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
. , - ' ' : ; ! ?

The following overhanging characters are supplied for fonts Nos. 6, 7, 8, 9, 10, 11 and 12

A F L P T V W Y

6 Point No. 4 — 25 A

INTERESTING DEVELOPMENTS RECORDED
COLOR COMBINATION IMPROVES FOLDER

6 Point No. 3 — 29 A

APPRECIATES EXTRAORDINARY ENTERTAINMENT
LARGE METROPOLITAN AUDIENCE CHEERS ACTOR

6 Point No. 2 — 34 A

SEVENTEENTH INTERNATIONAL AUTOMOBILE EXHIBITION
DAILY NEWSPAPER ANNOUNCEMENTS GIVE INFORMATION

6 Point No. 1 — 38 A

MANUFACTURING ESTABLISHMENTS CELEBRATING ANNIVERSARY
SPECIAL COMMITTEE CONSIDERING APPROPRIATE ARRANGEMENT

RIDING HABITS FURNISHED — MONTHLY STATEMENT — TELEPHONE: PENN 942

To PARK RIDING ACADEMY, DR.

BENJAMIN JOHNSTON, PROPRIETOR

NORTH BOULEVARD AT CAMPTON STREET
PHILADELPHIA, PA.

M

TELEPHONE: PENN 942

PARK RIDING ACADEMY

BENJAMIN JOHNSTON, PROPRIETOR

NORTH BOULEVARD AT CAMPTON STREET
PHILADELPHIA, PA.

ORIENTAL OBJECTS OF ART

JADE SOUVENIRS

EXQUISITE TRINKETS
OF RARE DESIGN SUITABLE FOR
HOME DECORATION
OR GIFTS

RIND'S CURIO STORE
HARTFORD STREET AT FRANKLIN SQUARE

CARD BODONI BOLD

CHARACTERS IN
COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8
9 0 . , - ' ' : ; ! ?

The following overhanging
characters are supplied for fonts
Nos. 18, 19, 20, 21, 22, 23, 24
A F L P T V W Y

24 Point No. 24 — 7 A

DETERMINED

24 Point No. 23 — 9 A

INTRODUCTION

18 Point No. 22 — 11 A

STRANGE REBUKE

18 Point No. 21 — 13 A

BOLD MASQUERADER

12 Point No. 20 — 15 A

HONORABLE ENTERPRISE

12 Point No. 19 — 19 A

DEMAND POSITIVE SECURITIES

12 Point No. 18 — 22 A

REMARKABLE SETTLEMENT OFFERED

12 Point No. 17 — 27 A

NORTHERN POWER CONFERENCE ADJOURNS

6 Point No. 16 — 25 A

MERCANTILE ASSOCIATION CELEBRATES FRENCH STEAMSHIP COMPANIES MERGE

6 Point No. 15 — 29 A

REPORTERS SECURED EXCITING NEWS ACCOUNT DEPARTMENT MANAGER PROMOTES SECRETARY

6 Point No. 14 — 34 A

EXTRAORDINARY DEVELOPMENT PROJECTS ABANDONED ILLUSTRIOUS SCULPTORS PLACED WORK ON EXHIBITION

6 Point No. 13 — 38 A

BRILLIANT YOUNG CHEMIST DISCOVERED WONDERFUL FORMULA NEGOTIATORS SUMMON WITNESSES BEFORE PASSING JUDGMENT

FIRST PUBLIC

MUSICALE

GIVEN BY PUPILS OF

HAMDEN SCHOOL

BALTIMORE

THE AUDITORIUM
THURSDAY EVENING, MARCH THIRD
AT EIGHT-THIRTY

POTTERY

WE HAVE RECEIVED
AN EXCELLENT ASSORTMENT
OF POTTERY WHICH WILL
SOON BE PLACED ON
EXHIBITION

WE ALSO HAVE SOME VERY RARE
CHINESE AND JAPANESE PORCELAIN VASES
IN MANY DAINTY PATTERNS

SARGENT

IMPORTER OF EXCLUSIVE ART GOODS
RICHARDS AVENUE

PARAMOUNT BORDER

Cloister Oldstyle

PATENTED JULY 13, 1915 REGISTERED NO. 630,560

72 Point 4 A 6 a

Flight

60 Point 5 A 7 a

Husky

48 Point 6 A 10 a

IS Quiet

42 Point 7 A 12 a

Red INK

36 Point 8 A 13 a

IMPORTS

Eighth Boat

30 Point 9 A 14 a

SYMBOLIC

Describe Race

24 Point 10 A 18 a

FINE ARTIST

Complete Border

18 Point 16 A 30 a

REJOINS OUTFIT

SELLING Fine Houses

16 Point 18 A 36 a

MODERN SHOP

NEWEST devices for making wire bought

14 Point 22 A 42 a

BANKER RETIRES

ERECTED biggest stores for this business section

12 Point 24 A 47 a

STORE TO EXPAND

VERY LARGE influx of the volume of business shown by company in statements

10 Point 25 A 50 a

PECULIAR ATTITUDE

ENTHUSIASTIC conclave held by printers from many states concerning modern methods

8 Point 28 A 56 a

ARRANGE SPRING TRIPS

PASSENGER lines anticipate a very busy season due to the many new markets opened in foreign lands

6 Point 32 A 60 a

AUDIENCE ENJOYS NEW PLAY

DELIGHTED crowd cheered players at the opening performance last night of one of the best plays ever seen in this city. From all the comments heard it seems destined for a long and prosperous run and will be enjoyed by the thousands who may see it

Characters in Complete Font

A B C D E F G H
I J K L M N O
P Q R R S T T
U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z ff fi fl
ffi ffl Qu ct ( ) [ ]
. , - ‘ ’ “ ” : ; ! ?

SMALL CAPS from 6 to 18 Point, and Lining Figures 1234567890 in all sizes, are put up in separate fonts and furnished only when specially ordered

Cloister Italic

Cast on Art Line

PATENTED JULY 13, 1915 REGISTERED NO. 699,897

10 Point 28 A 56 a

SHOWING AT MUSEUM

Great crowds flock to see picture painted in many beautiful colors by a distinguished foreign worker

8 Point 30 A 60 a

NEW ISLANDS DISCOVERED

Astronomer reports finding of several new celestial bodies which had baffled scholarly professors all over the world

6 Point 33 A 65 a

PLEASING COMBINATION TRIED

Securing harmonious results in your printed matter calls for the proper selection of paper, ink and type coupled with neat and careful workmanship from beginning to end. Only in this way can the good will of a customer be secured and counted among a printer's assets

16 Point 19 A 38 a

GIRL PROMOTED

Stenographer awarded position as private aide

14 Point 23 A 46 a

LEADING WORKER

Sells building to manager of big furniture company

12 Point 26 A 52 a

JOINT PROPOSITION

Merchants settle final details for risk conference to be held next week in neighboring city

72 Point 4 A 6 a

Bipeds

60 Point 5 A 8 a

Register

48 Point 6 A 12 a

PIN Stick

42 Point 7 A 13 a

Huge ELK

36 Point 8 A 16 a

KITCHEN

Busy Student

30 Point 9 A 17 a

PROSPERED

New Condition

24 Point 11 A 20 a

LIGHT SHADE

Eastern Merchants

18 Point 17 A 31 a

HOME PLEASURES

Books Supply Enjoyment

Characters in Complete Font

A A B B C C D D E

E F G G H I J J K

L M M N N O P

P Q R R S T T U

V V W X Y Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j

k k l m n o p q r s t

u v v w w x y z ff fi

fl ffi ffl Qu & st ( ) [ ]

. , - ‘ ’ “ ” : ; ! ?

Lining Figures 1234567890 are put up in separate fonts and furnished only when specially ordered

Cast on Art Line

Cloister Cursive

PATENT APPLIED FOR

72 Point 4 A 6 a

Subject

60 Point 5 A 8 a

Orpheus

48 Point 6 A 12 a

Turquoise Delights

42 Point 7 A 13 a

Magnificat Eloquently

36 Point 8 A 16 a

Photographer Art Studio

30 Point 9 A 17 a

Beautiful Gown Rendezvous

24 Point 11 A 20 a

Distinguish Music Boxes

18 Point 17 A 31 a

Halcyon Days Sylvan Fairyland

16 Point 19 A 38 a

Literary Night Western Hospitality

14 Point 23 A 46 a

Twilight Shadows Atmosphere Charming English Madrigal

12 Point 26 A 52 a

Favorite Melodies Hungarian Rhapsody Eight Saxophones

10 Point 28 A 56 a

Incomparable Menu New England Hostelries Vacation Dancing

8 Point 30 A 60 a

Unusual Repertoire Quaint Japanese Handicraft Splendid Compositions

6 Point 33 A 65 a

Metropolitan Architecture Washington Birthday Celebrations Holiday Masquerade Party Spring Golf Tournament

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i

j k k l m n o p q

r s t u v v w w x

y z ff fi fl ffi ffl ct st

. , - ‘ ’ “ ” : ; ! ? ( ) [ ]

Cloister Cursive

The Cloister Cursive will increase the Usefulness of the beautiful and dignified Cloister Type Family, affording remarkable opportunities for creating real Striking Effects

The Unique Swash Capitals

The Swash Capitals give a lively air to the classic style of the lower-case letters, which are identical with those of the Cloister Italic. The printers who possess the latter series need only order the cap fonts of the Cloister Cursive to have them both

The Swash Capitals are also highly effective as Initials for use with other series than the Cloister. The vogue in modern printing, either in one or two colors, demands Initials shaped along the lines of the Cloister Cursive Capitals. Order them today

Here is a Type Series whose sole mission is to Attract, attract, and again attract, giving Piquancy to a Type Composition while adding to its Readability and Advertising Effectiveness. It will intrigue the Virtuosi of Typographic Art, who, by the way, will be specially interested in this unusual and beautiful 16 point size

In the Cloister Cursive Series we Join
the Twentieth Century with the Sixteenth Century for the
Use of Progressive Printers

American Type Founders Company

The Leader in Type Designing

The Birth of Printing

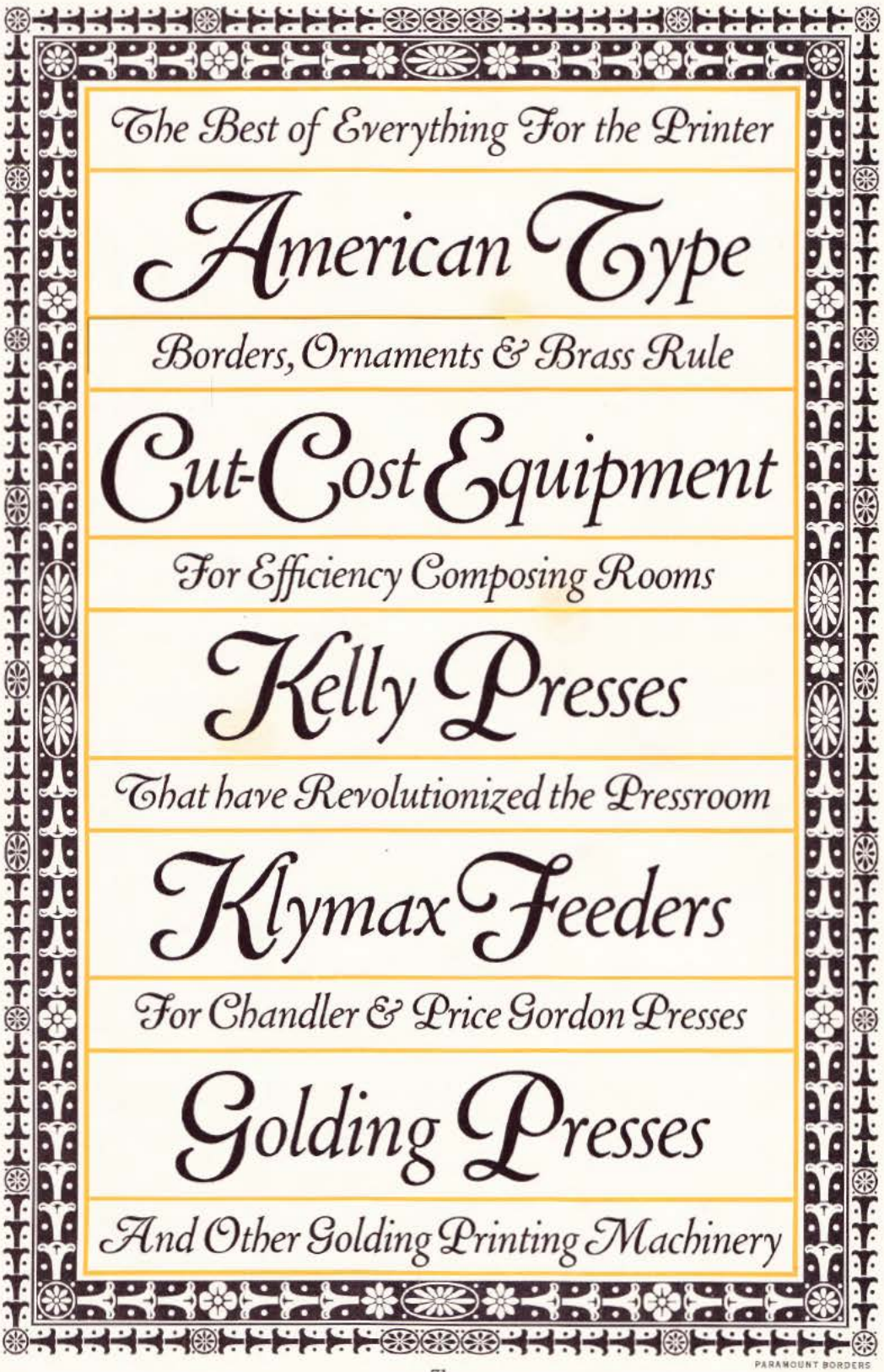


Printing, Born at the Dawn of the Renaissance, quickly turned the gloom of the Middle Ages to light and brought Knowledge, Freedom and Happiness to the world. At its best the Printing Art Combines the Traditions of the Fifteenth Century with the Skill and Facility of the Modern Craftsman

The above paragraph is set in 30 Point Cloister Cursive and, in a limited way, suggests to the printer the excellent effects which the beauty and symmetry of this design make possible

CLOISTER ORNAMENT

This insert is printed on WHITE PARADOX, antique finish. Basis 20x26—50 lbs.
Made by AMERICAN WRITING PAPER CO., Holyoke, Mass.



PARAMOUNT BORDERS

CLOISTER TITLE

PATENTED JULY 13, 1915 REGISTERED NO. 630,560

48 Point 5 A

RING

42 Point 6 A

MESH

36 Point 7 A

UNDER

30 Point 9 A

PREMISE

24 Point 11 A

IMPRINTED

18 Point 15 A

RHYTHMICAL

14 Point 21 A

PROMISED JEWELS

12 Point 22 A

NOTED EQUIPMENT

10 Point 25 A

MODERNIZED SYSTEM

8 Point 27 A

DESCRIBE USED MACHINERY

6 Point No. 3 32 A

GATHERING PRAISED NOTABLE BANKER
BOSTON COUNSEL PLEADS ELOQUENTLY

6 Point No. 2 36 A

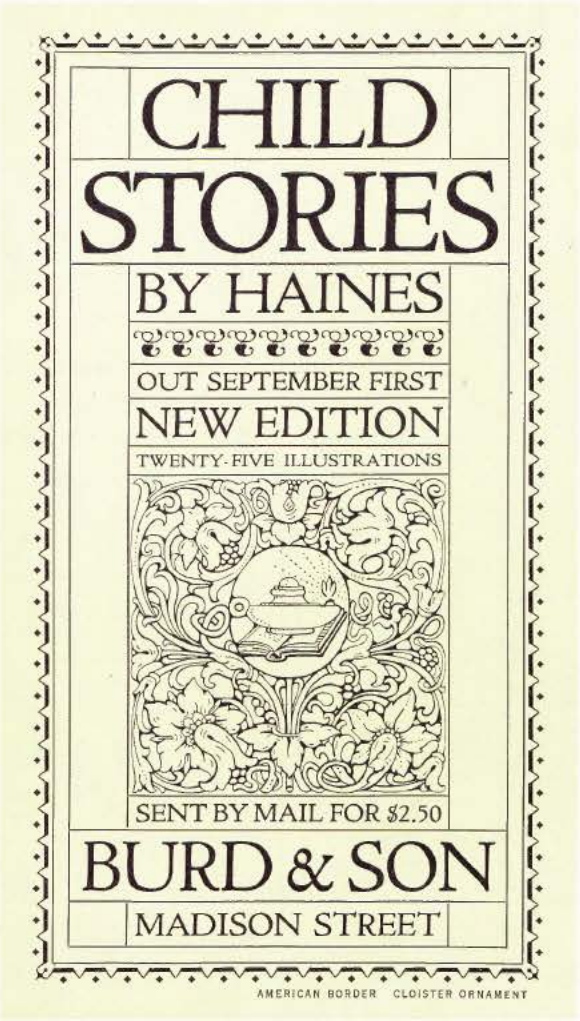
SEVERAL STARTLING DISCLOSURES EXPECTED
ENTERPRISING ADVERTISING ILLUSTRATORS

6 Point No. 1 45 A

MANY HUMOROUS COMEDIANS AMUSE CITY CHILDREN
DESIGNER IMPROVED BEAUTIFUL EASTERN RESIDENCE

CHARACTERS IN COMPLETE FONT

A B C D E F G H
I J K L M N O P
Q R R S T T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?



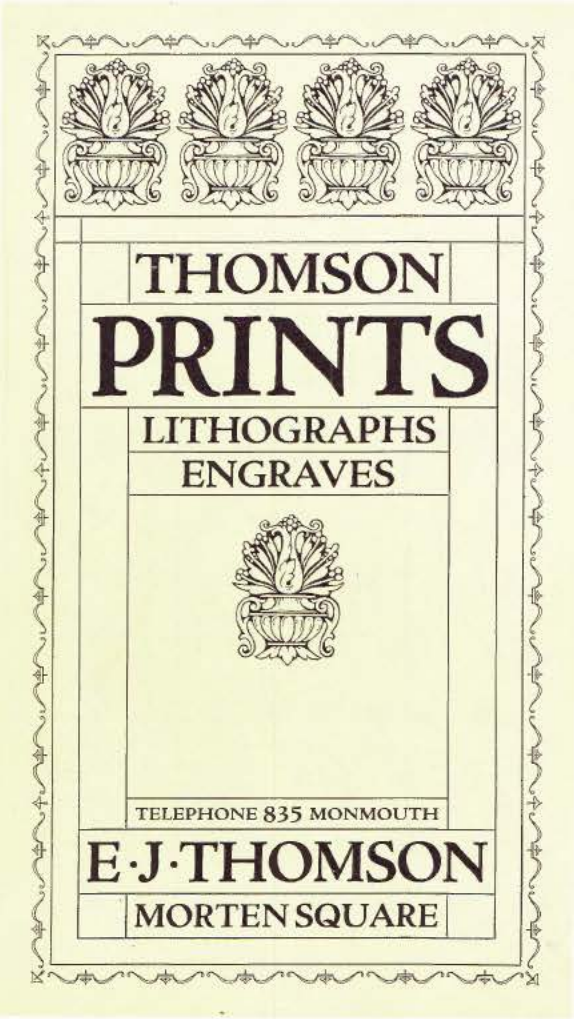
AMERICAN BORDER CLOISTER ORNAMENT

CLOISTER BOLD TITLE

PATENTED APRIL 9, 1918

CHARACTERS IN COMPLETE FONT

A B C D E F G H
I J K L M N O
P Q R R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?



CLELAND BORDER CLOISTER ORNAMENT

48 Point 5 A

ICED

42 Point 6 A

RUSH

36 Point 7 A

MINOR

30 Point 8 A

EXCUSE

24 Point 11 A

NITROGEN

18 Point 13 A

HEXACHORD

14 Point 20 A

PROTEST DESIGN
NICE FURNITURE

12 Point 20 A

BOHEMIAN SIGHTS
SIMPLE INFLUENCE

10 Point 23 A

ENTERTAINS BANKER
REFUTE MONOCRACY

8 Point 26 A

PRAISE FLOWER EXHIBITOR
DIRECTOR REFUSED OFFERS

6 Point 29 A

JUDGES DECIDE AGAINST MERCHANT
CONSIDER FOREIGN PRODUCE MARTS

Cast on Art Line

Cloister Bold

PATENTED APRIL 9, 1918

72 Point 3 A 5 a

Nigh

60 Point 4 A 7 a

Repair

48 Point 5 A 10 a

IN Style

42 Point 6 A 10 a

BRAND
Nice Girl

36 Point 6 A 11 a

DEPONE
Bright Lad

30 Point 7 A 13 a

NUMBERS
Candy Knife

24 Point 9 A 17 a

HUGE ROCK
Dynamite Blast

18 Point 13 A 25 a

GRAND SALE
Useful furniture and other goods

14 Point 18 A 37 a

FINEST SERVICE
Department receives biggest consignment

12 Point 22 A 42 a

BEAUTIFUL HOME
Retired cigar merchant purchased little cottage near highest mountains

10 Point 23 A 46 a

ECONOMIC LECTURE
Newly appointed physical instructor delights village pupils with clever remarks

8 Point 25 A 51 a

RELIABLE SUGGESTION
Good advice properly digested guarantees success. American products have helped printers

6 Point 29 A 56 a

SPLENDID RESULT SECURED
Numerous workmen throughout the United States are studying personal efficiency. Improved morale satisfies leading industrial leaders and welfare investigators support the movement

Characters in Complete Font

A B C D E F G H
I J K L M N O
P Q R R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl Qu ct “ ‘ ”
. , - ’ : ; ! ?

Oldstyle Figures 1234567890 are put up in separate fonts and furnished only when specially ordered

Cloister Bold Italic

Cast on Art Line

PATENTED APRIL 9, 1918 REGISTERED NO. 660,447

10 Point 25 A 50 a

INCREASING BUSINESS
Live printers follow modern fashions closely and observe the more useful type designs

8 Point 27 A 54 a

IMPROVING CONDITIONS
Antiquated printing material is properly replaced by something which will attract new customers

6 Point 29 A 58 a

ORIGINAL IDEAS RECOGNIZED
Those who excel in printing generally possess literary skill. Leaders succeed because they fairly appreciate the fact that there is more for them to consider than the turning out of a pretty design

18 Point 15 A 30 a

MORE FRIGID
Low temperature dispelled comfort

14 Point 21 A 40 a

RESUMED HOMES
Simple paneling effect strengthens outer part

12 Point 22 A 45 a

NOTICE CONTRAST
Capable printers admire clear, sharp results when type used is foundry cast

72 Point 4 A 6 a

Right

60 Point 4 A 7 a

Grapes

48 Point 6 A 10 a

HE Quit

42 Point 7 A 10 a

BINDER
Leaf Stem

36 Point 7 A 11 a

SPLICING
Expel Fear

30 Point 8 A 16 a

HINDUISM
State Request

24 Point 9 A 17 a

NEW AGENTS
Property Inland

Characters in Complete Font

A A B B C D D E E
F G G H I J J K L
M M N N O P P Q
R R S T T U V V
W X Y Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v v
w w x y z ff fi fl ffi ffl
Qu ct st " " . , - ' ' : ; ! ?

Cloister Bold Condensed

72 Point 4 A 6 a

MINCE

Nankin

60 Point 5 A 7 a

BINDER

Regulate

48 Point 6 A 11 a

HERDING

Subjoinder

42 Point 6 A 11 a

ECONOMIC

Delinquency

36 Point 6 A 12 a

MORTGAGES

Inactive Ranch

30 Point 9 A 18 a

NUMBERS

Questioned

24 Point 11 A 22 a

MEASURING

Obey Knights

18 Point 17 A 34 a

FINE MUSICIAN

Prominent banker helping university

14 Point 25 A 50 a

ELECTED MANAGER

Keen sophomore given reception by graduates

12 Point 28 A 55 a

IMPROVING SCHOLAR

Recent investigation into numerous public schools proved curriculum sound

10 Point 30 A 60 a

SECURING FINE RESULTS

Renowned engineer weighed statistics before giving ideas on improved church heating

8 Point 33 A 65 a

CONVENE EASTERN SOCIETY

Petition asking immediate action on important business presented during discussion. Boston people still combined against resolution

6 Point 36 A 72 a

MARBLE MANSION CONSTRUCTED

International management or direction of statistics concerning supervision and erection proves beneficial. Nice increase among extensive and costlier structures described by enthusiastic representative

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
Qu & “ ” . , - ‘ ’ : ; ! ?



The National Association of Florists
extends a cordial invitation to all to visit the Annual Exhibition of Tropical Flowers and Shrubs from Monday to Friday of this week

THE EXHIBITION WILL BE HELD IN THE
GRAND BALL ROOM OF THE HOTEL ROCHAMBEAU
NORTH GLOUCESTER SQUARE

Kindly present card at the door

CLOISTER ORNAMENT



BOOKS
FIRST EDITIONS · MANUSCRIPTS



GORDEN'S
CORNER RICHMOND & MERKIN STREETS

CLOISTER ORNAMENTS

American Line
TYPE
The Best in Style Variety and Design

American faces, both in fashion and finish, lead the world, and it is the policy of this Company to produce new ornaments and borders which are designed to ensure perfect harmony

American Type Founders Company

The
CLOISTER
FAMILY
FOR DISTINCTIVE
COMPOSITION

SPECIMENS
OF
CLOISTER TYPES
AND
DECORATORS



MCMXXIV
AMERICAN TYPE FOUNDERS
COMPANY

CLOISTER ORNAMENT

THE ORIGIN
PRINTER-TYPEF

By JOSEPH ANDER

THE early European printers en
matrices of the font of their choi
we imagine that one explanation
superiority of the typography of those
whereas many printers used type cut and cast for them by skilled artisans of other countries, their successors began at first to cast for themselves from hired or purchased matrices and finally to cut their own punches and justify their own matrices. Printing entered on an unfavorable stage of its career in the early sixteenth century, and as state restriction gradually hemmed it in, crushing by its monopolies healthy competition, and by its petty jealousy foreign succor, every printer frequently became his own type founder, not because he wanted to, but rather because he was compelled by force of circumstances. The art suffered in consequence. Of the operations of an old sixteenth century letter foundry we are able to form some adequate conception from the beautiful engraving preserved to us by an early publication, for the picture shows in a remarkable manner the founder seated at his modest brick furnace, casting type in a mold that had



CLO
ORNA
INI
HARMONI
CLOI

The
CLOISTER
FAMILY
FOR ATTRACTIVE
TYPOGRAPHY

FROBEN & ERASMUS

The Story of a Friendship Unique in the Annals of Printing

ONE day in the autumn of 1514 a man entered the printing office of John Froben in Basle carrying a letter which he at once presented to Froben with a request that it be read. The printer courteously complied and found the communication to be from the well known Dutch scholar Desiderius Erasmus, one of whose books, *Collectania Adagiorium,* he had recently printed and published and in which he had spoken in complimentary terms of the author, whom, however, he had never had an opportunity of meeting personally. The man in presenting the missive explained to Froben that he was a very intimate friend of its author, that he resembled him in appearance and that any arrangements into which he might enter would be considered by Erasmus as binding as

[3]

CLOISTER INITIAL AND ORNAMENT

PTER VI

OPEAN TYPE FOUNDRIES
NOTABLE EVENT

in the practice of typography
ng of punches and making of
anded a degree of skill in the
of experience in the working of metals rarely found in any man who undertook to learn the art of printing. They were never regarded as proper branches of the trade of printing, but were from the beginning set aside as kinds of work which could be properly done by the goldsmith only. When the secrets of type-making were once divulged to the world nothing could check the advancement of this wonderful art. Into practically every European city printing came flying upon the wings of the wind, for to become a printer one had only to be a type founder. Presses, paper and ink were incidentals; the type was the one essential and upon it success depended. With matrices and a type mold at his disposal any man who desired to do so could go to any locality and begin to print books. The village carpenter could build a press according to instructions; but there were few printers

[25]

for
inting

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TERS

CLOISTER ORNAMENT



HAMPDEN BROTHERS

Printers

TO obtain quality in printing it is absolutely essential that the typographer make himself familiar with the work of the best printers. We keep posted regarding all those matters that concern good printing and good type

269 Sedgcombe Avenue
Brooklyn

STATIONERS INITIAL

For
Effective Display
IN ADVERTISING
USE
The Cloisters
IN
COMBINATION

Distinctive & Attractive

Established 1896

SCHERMERHORN



DIAMONDS
WATCHES · JEWELRY

We invite the public to call and inspect our stock

NORTH HUDSON AND CLARKE STREETS
CLEVELAND, OHIO

CLELAND BORDER STATIONERS INITIAL

This insert is printed on BUFF PARADOX, antique finish. Basis 20x26—50 lbs.
Made by AMERICAN WRITING PAPER CO., Holyoke, Mass.



NICOLAS JENSON produced the finest books that were printed in the first half century of printing. Born in France in 1420, he commenced printing in Venice, Italy, in 1470, and in his first year produced four important editions, and more than one hundred and fifty during the remaining ten years of his life. Most of these books were composed entirely in his roman types, which competent authorities agree have never been surpassed for their beauty. His books are either quarto or folio, and their chief characteristics are simplicity, with correct proportions and faultless composition

The CLOISTERS

CLOISTER OLDSTYLE ❦ CLOISTER ITALIC ❦ CLOISTER CURSIVE ❦ CLOISTER TITLE ❦ CLOISTER BOLD TITLE CLOISTER BOLD ❦ CLOISTER BOLD ITALIC ❦ CLOISTER BOLD CONDENSED ❦ THE CLASSIC CLOISTER INITIALS



LOISTER OLDSTYLE, the first series of the Cloister family, was designed along lines similar to the type face designed and cast in Venice by NICOLAS JENSON, and first used by that excellent printer in the Eusebius of 1470. To the first series were added other members of the Cloister family as shown in this catalogue. Excepting Cloister Title and Cloister Bold Title, all are cast on the Art Line



S THE shoulders of the capitals on Art Line prevent desirable close spacing where capitals only are used, Cloister Title and Cloister Bold Title were introduced; they have the smallest possible amount of shoulder. Cloister Italic is a real novelty, and is quite unlike any other italic face; while Cloister Bold, Cloister Bold Italic, Cloister Bold Condensed and Cloister Cursive each occupies its own place in the world of effective typography

PARAGRAPH TERMINALS

Parsons Bold

72 Point 3 A 4 a

Said

60 Point 3 A 4 a

Eclat

48 Point 3 A 6 a

HOSE

Bigots

36 Point 3 A 7 a

DESIGN

Rapidly

30 Point 4 A 9 a

WISDOM

Midnight

24 Point 4 A 11 a

EIGHT ships

expect to sail

18 Point 6 A 19 a

HOMESICK

Noted artiste

enjoyed trip

14 Point 8 A 24 a

UNIQUE tribute

given to famous

opera composer

12 Point 10 A 30 a

SEVERAL dramatic

productions will be

given their premier

showing next week

10 Point 12 A 36 a

SOME WELL KNOWN

Actors are included in

the company shortly to

present classical plays

8 Point 12 A 36 a

MANAGERS REGARD THE

Present outlook with perfect equanimity. They intend to start rehearsals immediately on important musical pieces

6 Point 16 A 48 a

A REMARKABLE NUMBER OF

Popular plays have gone on the road and are playing to packed houses. Many large cities in the West and the Pacific Coast will be visited before the companies return to the metropolitan arena

Characters in Complete Font

A A B C D E F G H I J

K L M M N N O P Q R

S T T U U W X Y Z &

& $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m

n o p q r s t u v w x y z

. , - ' : ; ! ? — [ ]

All fonts contain a few of the long Ascenders and Descenders. These are cast on double the regular body, excepting those for the 14, 60 and 72 point, which are cast on 30, 108 and 120 point bodies

b d g h k l p y

All sizes are very easily justified with spaces and quads, thus assuring quick and perfect alignment

The Parsons Family



WITH the Parsons types a great many pleasing results may be obtained. The long characters, with swash initials and initial decorators, afford the printer a varied range of display. When using long ascenders or descenders it is advised not to use more than two in any line of display They should never be used double except where the long strokes come close together and at no time should ascenders or descenders be used for one of a double-letter combination

COMBINES RICHNESS OF DESIGN
WITH A TOUCH OF THE UNUSUAL

American Type Founders Company

Parsons Series

72 Point 3 A 4 a

Hold

60 Point 3 A 4 a

Stylish

48 Point 3 A 7 a

HANK

Exploit

36 Point 3 A 8 a

ROMAN

Neighbor

30 Point 4 A 10 a

BRIGADE

Defenders

24 Point 5 A 12 a

VASE designs

Undeveloped

18 Point 7 A 21 a

EXHIBITION

New products put on display

14 Point 9 A 27 a

MOST Delightful Originality marks the Parsons types

12 Point 10 A 30 a

FINE Complimentary Things have been said of this series by all the printing trade papers

10 Point 12 A 36 a

MANY NEW FEATURES Embodied in the Parsons design have made it liked by clever advertising men

8 Point 14 A 42 a

THOSE LONG ASCENDERS And descenders help to give effects that are certainly very novel and also very attractive if used with pleasing restraint

6 Point 16 A 46 a

FOR CERTAIN FORMS OF JOB Work, in which there are not too many lines, this type provides all the most important advantages of hand lettering; that is, informality and distinction, qualities that are of value in securing the attention

Characters in Complete Font

A A B C D E F G H I J

K L M M N N O P Q R

S T T U V W X Y Z &

& $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n

o p q r s t u v w x y z ff

fi fl ffi ffl . , - ' : ; ! ? — [ ]

All fonts contain a few of the long Ascenders and Descenders. These are cast on double the regular body, excepting those for the 14, 60 and 72 point, which are cast on 30, 108 and 120 point bodies

b d q h k l p y

All sizes are very easily justified with spaces and quads, thus assuring quick and perfect alignment

Characters ff fi fl ffi ffl made only in 6 to 18 point sizes

Parsons Italic

8 Point 18 A 40 a

DESIGNERS WHO RECEIVE Their motifs through medieval sources have a field of almost unknown wealth from which to gather ideas and suggestions that may prove very valuable

6 Point 20 A 44 a

PICTURES AND DECORATIONS Used in the current magazines are the work of the leading artists and illustrators. They all show different techniques and it takes but a short time to make readers familiar with an artist's special style of drawing

14 Point 12 A 28 a

ALL THOSE who delight in quality products seldom worry about cost

12 Point 14 A 32 a

MODERN books are printed with a speed that would confound all the early printers

10 Point 16 A 38 a

THE ENORMOUS INCREASE that has taken place in the volume of display advertising matter has been the most important factor in the growth and expansion of our modern metropolitan magazines and newspapers

Characters in Complete Font

A A B C D E F G H I
J K L M M N N O P Q
R S T T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi fl ffi ffl Th To — [ ]
. , - ' : ; ! ?

All fonts contain a few of the long Ascenders and Descenders. These are cast on double the regular body, excepting those for 14 point, which are cast on 30 point body

b g h k y

All sizes are very easily justified with spaces and quads, thus assuring quick and perfect alignment

48 Point 3 A 5 a

DRUG Simply

36 Point 3 A 7 a

RECOIN Entangle

30 Point 4 A 8 a

BURGHER Hybridous Mayoralty

24 Point 5 A 12 a

BENIGN king has quiet and lengthy reign

18 Point 8 A 20 a

NOTED scholar chosen recipient of coveted prize given by college

Parsons Swash Initials

A distinctive and original line of Initial Decorators and Swash Initials designed for use with the Parsons Series shown on page 84. Many pleasing and artistic effects can be obtained by using these auxiliaries for the decoration of programmes, folders, letterheads, cards, tickets, etc.

PARSONS Decorators, in color, will invariably impart a brightening tone to any kind of printing

48 Point — Sold singly or in fonts

A B C

36 Point — Sold singly or in fonts

D E F

24 Point — Sold singly or in fonts

H I K L

All fonts contain one each of 24 Initial Letters shown, one Oblong and two Round One-Color Decorators

Characters in Complete Font

18 Point — Sold singly or in fonts

A B C D
E F G H
I J K L
M N O P
Q R S T
U V W Y

Parsons Initial Decorators

Supplied in fonts with Swash Initials or sold by the piece



No. 9610 Round



No. 7211 Oblong



No. 7210 Round



No. 9611 Oblong



No. 4810 Round



No. 4811 Oblong



No. 3610 Round



No. 3611 Oblong

Parsons Initial Decorators are cast on body double the body of the Initials; for instance, 36 Point Decorators are used with 18 Point Initials — 48 Point Decorators with 24 Point Initials — 72 Point Decorators with 36 Point Initials — 96 Point Decorators with 48 Point Initials.

PARAMOUNT BORDER

Field & Edge Company

Dealers in Rare Statuary and Antiques

Oriental Novelties

Market Street and Washington Avenue
Kansas City



You are cordially invited to attend a midwinter benefit performance given by pupils of the National Academy of Music 503 Bradford Avenue, Chicago in aid of a fund to provide three scholarships for pupils showing the greatest aptitude in musical ending of the term

Lincoln High School
Friday, April Ninth
Eight-thirty

ORPHIC SPOT VANITY INITIAL

You will Enjoy

Classical Nights

By PROF. LEROY JOHNSON

Every Monday Evening at Clark Hall
EIGHT O'CLOCK

[Over]

BROCHURE BORDER

Parsons Bold

Artistic Type Effects

An Original Type Design



MANY artistic as well as exclusive effects in type arrangement without special effort may be obtained with Parsons types. They are quite different from any other type style and offer such a variety of possibilities that the design will rarely ever grow tiresome to the advertiser or the printer

The Parsons Family
Parsons Series
Parsons Italic
Parsons Bold

The quaint auxiliaries accompanying the Parsons Family consist of the Swash Initials and Initial Decorators for one or two colors. Whenever a color is wanted these auxiliaries will add the attractive touch sought by a discerning clientele

The Parsons design is adapted for use in advertisements announcements, and all kinds of commercial printing

The Parsons Bold

This insert is printed on WHITE PARADOX, antique finish. Basis 20x26—50 lbs.
Made by AMERICAN WRITING PAPER CO., Holyoke, Mass.

Pottery & China—



There is a beauty and originality in the designs and workmanship in our products of pottery and china. Vases and jardinieres of Oriental design, Chilean handmade earthen jugs, and a selection of exquisite masterpieces in china

Articles selected for out-of-town patrons

Foreign Agents in France, Italy, Persia, Greece, Siberia, Austria, China & Japan

Robert Whitelock Company

Jacksonville, Michigan

SPARTAN BORDER

BATIK

An artistic material to be had in many pleasing combinations

A fadeless washable cloth suitable for Studio Smocks Kimonos and Decorations

Samples furnished upon request

Elizabeth Hildrell

The Arts & Crafts Shop

Arlington

Who Reads Your Advertising?

NUMEROUS pieces of printed matter daily find their way to the waste basket unread. Many are elegant specimens of advertising copy, but, not planned with more care, they are utterly worthless. Hardy Service offers advertisers a combination of typographical layout and copy writing that will eliminate much of this waste

Telephone John 375

Wilbur Hardy

Newton

Artcraft Bold

72 Point 3 A 4 a

Sigh

60 Point 3 A 5 a

Built

48 Point 3 A 6 a

Joyful

42 Point 4 A 7 a

Regard

36 Point 4 A 7 a

HUNTS
Majestic

30 Point 5 A 10 a

INJURED
Bandaging

24 Point 6 A 13 a

DOCTRINE
Legal Papers

18 Point 10 A 21 a

MARITIME
Fine harbors attract trade

14 Point 15 A 26 a

BIOGRAPHIES
French librarian procures volume

12 Point 16 A 33 a

HUNTING DEER
English sportsman made long journey to northern forests

10 Point 18 A 37 a

INSURED RETURNS
Bright merchant found that advertising is fine stimulant for return of trade to normal status

8 Point 22 A 45 a

MOTORISTS CONVENE
Louisville automobile clubs entertain visitors. Eminent senator opened the meeting with an address of welcome

6 Point 24 A 48 a

COMPLETE HUGE BUILDING
Great structure to be occupied by financial institutions is the largest and most complete office building in the western metropolis. Lights situated at the top of the flagpole will form a beacon visible for miles

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f f g h
i j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

Important Message

¶ Rust causes far more damage in your house than moths do, and most of it is unnecessary. But luckily there is an easy way to counteract its ravages. In the first place, you should stop thinking of rust as something that comes upon us from without, like the locusts, and destroys property.

¶ The makings of rust are in the stove you buy, or the roof, or the hot water tank, if these things are built of sheet metal that contains impurities.

¶ A little knowledge about iron is not a dangerous thing, but just plain common sense, because it is so important to your pocketbook.

¶ Foreign substances found in ordinary iron or steel are like nests of germs that soon cause corruption. When exposed to the air and moisture, corrosion sets in and the spots of impurities accelerate the rusting of the metal, which vitally influences the life of the material



¶ The freedom from impurities of a certain kind of iron is almost as important a matter in the modern home as it is in a modern business.

¶ Eminent metallurgists, working in one of the largest laboratories of its kind in this country, have been successful in developing a product of surprising durability and its use will prove an absolute economy in every case where metal must meet the challenge of air and moisture.

¶ The scrupulous selection of raw material, the many new additional processes of manufacture, constant vigilance, the rejection of finished product that does not measure up to our standard in every detail, are some of the things which obviously make our product cost just a little more. Yet it so defies time, retards ravages of rust, and lends itself to the many needs of humanity, that it is great economy to use it freely

JOHN HIGGINSON & COMPANY

Incorporated under the Laws of North Carolina

NEW YORK PHILADELPHIA CHICAGO BOSTON DETROIT ATLANTA
SAN FRANCISCO LOS ANGELES DENVER SEATTLE PORTLAND
CINCINNATI BALTIMORE BUFFALO INDIANAPOLIS SALT LAKE CITY

Artcraft Series

72 Point 3 A 4 a

Helped

60 Point 3 A 4 a

Sunlight

48 Point 4 A 6 a

Destroyed

42 Point 4 A 7 a

Imprudence

36 Point 4 A 8 a

Henceforth

30 Point 5 A 10 a

NICE HOME
Pleasant Sight

24 Point 6 A 11 a

DISTRICT LIST
Cleverly Judged

18 Point 10 A 20 a

BROKEN RECORDS
Speeding New Engine

14 Point 14 A 29 a

STUDENTS HONORED
Principal bestowed medals during the annual exercises

12 Point 16 A 32 a

MERCHANT DELIGHTED
Praises the commonwealth for support given the retail stores

10 Point 20 A 40 a

BEAUTIFUL WINTER GARDEN
Horticulturists seeking floral display when they enter nature's wonderland

8 Point 22 A 42 a

MAJESTIC COLORADO MOUNTAINS
Perfection of climate and the natural scenery surpassed any summer resort in the universe

6 Point 24 A 47 a

STEAMSHIP COMPANIES ORGANIZE TOURS
Pamphlets are being circulated giving detailed advice and information of land or sea voyages to the Orient

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f f g h i j
k l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , - ' : ; ! ?

Artcraft Auxiliaries, from 6 to 48 Point inclusive, are fonted separately and furnished only when specially ordered

Not made in 60 and 72 point

Artcraft Italic

14 Point 14 A 29 a

FLEMISH SKETCHES
Characteristic Decorator

12 Point 16 A 32 a

MYSTICAL WESTERNER
Theatrical Production Bright

10 Point 20 A 40 a

BROTHER SCOUT PROMOTED
Complete satisfaction usually comes from conscientious intelligent effort

8 Point 21 A 41 a

FOREIGNERS ENJOY RECREATION
Early artisans who labored diligently with persistence and fortitude advanced culture

6 Point 24 A 47 a

DISTINGUISHED AMBASSADOR GREETED
The elaborate banquet and brilliant official reception demonstrated the popularity of the foreign statesman

48 Point 3 A 6 a

HINDER
Displayed

42 Point 3 A 6 a

MORTISE
Birthrights

36 Point 4 A 8 a

NEIGHBOR
Springtime

30 Point 5 A 9 a

DREDGING
Beauty Salon

24 Point 6 A 11 a

JUNE BRIDES
Mountain Home

18 Point 10 A 20 a

FINE HORSEMEN
Southland Choristers

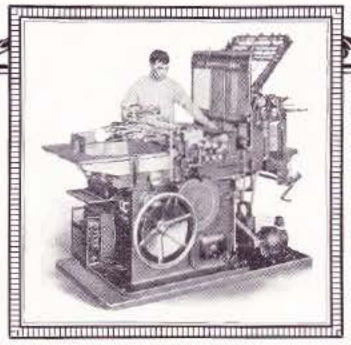
Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , - ' : ; ! ?

Artcraft Italic Auxiliaries, in all sizes, are fonted separately and furnished only when specially ordered

A B D M N P R T Th
st r y ct of st th ty

THE LITTLE KELLY
Automatic Printing Machine



A Big Money Maker

The Little Kelly is a half super-royal two-revolution automatic job printing press with several novel patented features especially designed to expedite make-ready and the changing or alterations of forms. This machine requires only one-third the floor space of three super-royal presses and one man can operate two Little Kelly Presses or divide his time with some other tasks

Manufactured by the

AMERICAN TYPE FOUNDERS CO.

Selling Houses in Principal Cities

THE LITTLE KELLY MINIMIZES PRODUCTION COST

Every operation of make-ready, form alteration and wash-up is made easy on a Kelly. The make-ready is quicker than on a platen press. Form changes are quicker. When you print, you print more than twice as fast, and the quality of work—when finest quality is required—is unexcelled by large cylinder presses

THE Kelly Automatic Job Press was designed to reduce the cost of production of both short and long runs. This it has accomplished in a degree which has astonished the printing trade. In the future the bulk of work in the job pressrooms will be done on the Little Kelly Presses. Many printers, formerly plodding along in the platen press group, have become prosperous by adding Kelly Presses to their equipment. Buy a Kelly and increase your profits

JAQUISH BRASS RULE ORNAMENTS

Artcraft Italic

Printing

The Mission of the printer is to diffuse light and to help progress by the judicious intermingling of black with white

BLEST be the Power that taught mankind,
To stamp a lasting image on the mind;
Beasts may convey, and tuneful birds may sing,
Their mutual feelings in the opening spring;
But Man alone has skill and power to send
The heart's warm dictates to the distant friend;
'Tis his alone to please, instruct, advise
Ages remote, and nations yet to rise

ENGRAVERS BORDER

Relay Four

A Serviceable All-Season Motor Car

Our Representative

Mr. Benjamin J. Neader

will call on you early in November, or sooner should you so desire

He will come prepared to demonstrate our latest model and will offer information of great value to everyone interested in Automobiles

Dartmouth 2345-E

RELAY MOTORS COMPANY

Administration Building
New York

Benjamin J. Neader

Cheltenham Oldstyle

72 Point 3 A 4 a

Births

60 Point 3 A 4 a

Singed

48 Point 4 A 8 a

Repeats

42 Point 5 A 8 a

NURSE
Heighten

36 Point 5 A 8 a

MINDER
Delinquent

30 Point 6 A 10 a

EJECTING
Bibliographer

24 Point 6 A 12 a

SONOROUS
Radio Messages

18 Point 10 A 21 a

MOISTENED
Quaint buildings
interested author

14 Point 15 A 30 a

IMPERFECTION
Golden opportunities
awaiting every youth

12 Point 18 A 38 a

BROWN OCTOBER
Nature bedecks autumnal
woodlands so unstintingly
and sublimely each season

10 Point 21 A 42 a

REFINED DRAPERIES
Beautifully illustrated booklets present inexpensive decorative schemes and harmonious color combinations for bright homes

8 Point 24 A 48 a

INTERNATIONAL RECORD
Expert craftsmen magically produce wonderful instrument which reveals almost incredible improvement over everyday music producing machines

6 Point 24 A 48 a

SOUTHERN RIDING ACADEMY
Thorough instruction in horsemanship and other outdoor activities imparted by eleven courteous instructors. Our carefully trained saddle horses insure safety and the immense well-lighted riding arena makes instruction possible notwithstanding climatic conditions

11 Point carried in stock only at Foundry

Characters in Complete Font

A B C C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r r s
t u v w x y z ff fi fl
ffi ffl Qu ct st ¶])
' " . , - ' : ; ! ?

Characters] ' " not made for 30, 36, 42, 48, 60 and 72 Point sizes

Cheltenham Italic

10 Point 20 A 46 a

BOUGHT RESIDENCE
Leading magazine and book publisher buys historic edifice situated in picturesque valley and remodels it for exhibition

8 Point 23 A 46 a

NUMEROUS MERCHANTS
Several investigators report foreign financiers satisfied with conditions between international business men that bespeak commercial prosperity

6 Point 22 A 46 a

EMINENT ARTISTS LECTURED
Prominent printers congregate in spacious auditorium and listen attentively to expert designer speaking about the application of modern art to printing. Definite plans are being made by advertising and publishing company for additional educational talks

18 Point 11 A 21 a

RENOUNCE
Many important discoveries made

14 Point 15 A 28 a

HIDE FIGURES
Exchanges machine after prolonged trial

12 Point 17 A 36 a

SECURES DESIGN
Display of newest styles drew immense crowds of motorists to annual show

11 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z ct ff fi
fl ffi ffl . , - ' : ; ! ?

The following special characters are supplied with all fonts from 6 to 14 Point inclusive. They are put up in separate fonts from 18 to 72 Point inclusive, and are furnished only when specially ordered

A B D E G M N P
R T U b f r v w y Qu

72 Point 3 A 4 a

High

60 Point 3 A 5 a

Soften

48 Point 4 A 9 a

Exports

42 Point 5 A 8 a

BRING
Negative

36 Point 5 A 11 a

DECIDE
Majestical

30 Point 7 A 11 a

HUMORS
Rough Shed

24 Point 7 A 12 a

ENFORCED
Bold Guardian

Cheltenham Medium

72 Point 3 A 4 a

Nigh

60 Point 3 A 6 a

Injure

48 Point 4 A 7 a

Replies

42 Point 5 A 8 a

Hydrant

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r r s
t u v w x y z ct st
. , - ’ : ; ! ?

The following characters are furnished with all fonts from 6 Point to 24 Point inclusive

ff fi fl ffi ffl

36 Point 5 A 9 a

FROZEN
Navigator

18 Point 11 A 21 a

IMPORTUNE
Frank criticism stimulates help

10 Point 19 A 38 a

ESCAPE HOT SPELL
Many who like outdoor recreation defer taking their vacation until cool September winds come

30 Point 6 A 10 a

SUPERIOR
Dependable

14 Point 15 A 28 a

FINE AMBITION
Industrious printer shows artistic taste for finest sketching

8 Point 22 A 45 a

ACQUIRES RARE PRINTS
Those hoping to collect prints could select one department, and find an active and trusted print dealer who is assuredly in sympathy with such efforts

24 Point 7 A 14 a

BRIMSTONE
Modern Detail

12 Point 17 A 34 a

DISCOVER TRUTH
Merchants convinced that advertising would market their products

6 Point 26 A 50 a

PUBLIC SCHOOLS PROGRESS
The prevailing and ancient method of taking and training apprentices can not and does not create skilled workmen. Instruction in printing is being given nowadays in our public schools with many excellent results

Cheltenham Medium Italic (Non-Kerning)

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z ct st
ff fi fl ffi ffl . , - ' : ; ! ?

72 Point 3 A 4 a

Split

60 Point 3 A 5 a

Inked

48 Point 4 A 6 a

Badger

42 Point 5 A 7 a

Majesty

10 Point 19 A 38 a

RARE GEMS GIVEN
Generous magnate will award prize to students finishing college course in practical advertising

18 Point 10 A 20 a

UPHOLDING
Knight plowed fertile meadow

36 Point 5 A 8 a

DRINKS
Sculpture

8 Point 22 A 43 a

DRIVER FIXED BRAKES
Every good chauffeur should regularly inspect entire body of his automobile. If bolts or nuts become worn and loose do not neglect proper repairs

14 Point 15 A 28 a

RETURNS FISH
Careful sportsman lost dandy pickerel before leaving boat

30 Point 6 A 9 a

HAULING
Negotiation

6 Point 24 A 48 a

PROFIT SURPRISES PRINTER
New inventions gradually replaced methods in vogue twenty odd years ago when every artistic compositor was an expert rule twister. Efficient production and quality work make the hard working job printer happy

12 Point 18 A 35 a

GRAND STEAMER
Magnificent transport brings returning army from turbulent section

24 Point 7 A 12 a

MONOLITH
Elephant Sold

Cheltenham Wide

72 Point 3 A 4 a

Raid

60 Point 3 A 4 a

Enlist

48 Point 4 A 8 a

SKEIN
Reflect

Characters in Complete Font

A B C C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r r s t u v
w x y z ff fi fl ffi ffl
Qu ct st ¶)] ' "
. , - ' : ; ! ?

Characters] ' " not made for 30, 36, 42, 48, 60 and 72 Point sizes

11 Point carried in stock only at Foundry

42 Point 4 A 8 a

BENDS
Original

24 Point 6 A 12 a

GHERKIN
Stimulating
the appetite

12 Point 18 A 38 a

FORTUNE SMILED
Diamond miner found indescribable beauties after wearisome quest

10 Point 21 A 42 a

DEFECTS REVEALED
Notable professors bring remarkable photographs for use in scientific study

36 Point 5 A 8 a

DRIVEN
Identified

18 Point 10 A 21 a

NEIGHBORS
Hold rehearsal
of playlet early

8 Point 24 A 48 a

CONCERNING DREAMERS
Natural ability without energy is always deplorable and often terminates in complete despair

30 Point 5 A 10 a

EARNING
Reductions

14 Point 15 A 30 a

BURN CHURCH
Historical building and art collections completely ruined

6 Point 24 A 48 a

ENERGETIC FOLKS ADVANCE
Lazy men are most certain of failure while active men invariably succeed in most fields. This statement should be carefully considered by everyone

The Incomparable Cheltenham Family

Pick up almost any newspaper or magazine and you will find that the Cheltenham Family dominates the pages. The reason is that there is a weight and shape for every requirement

Set in Cheltenham Medium Expanded

CELTIC BORDERS AMERICAN BORDERS JAQUISH BRASS RULE ORNAMENTS

Philadelphia's Most Beautiful and Popular Suburb

HS

SLOGAN:
"We have reason to feel proud of our Borough and its progress"

Annual Meeting of the Hampshire Springs Improvement & Realty Association

EVERY member should attend this meeting as many subjects of the greatest importance will be discussed. Commissioner Nicholson has signified his intention of being present and presenting a report on the much discussed question of repaving the automobile road to Somerville and Mecklenburgh Junction. The election of officers and two trustees for the ensuing year will be held at the August meeting

DATE OF THE MEETING IS JULY SIXTH
AT SHERMAN HALL

Set in Cheltenham Wide and Cheltenham Italic

ANTIQUE ORNAMENT AMERICAN BORDER

This insert is printed on INDIA BEST PLATE BOOK. Basis 25 x 38 – 80 lbs.
Made by the GEO. W. WHEELWRIGHT PAPER COMPANY, Boston, Mass.



The Brazen Old Deceiver—Time

The leading sensation of the fall season. A play filled with thrills and predictions which hold the immense audiences spellbound. The first play of its kind. Read the book and then see this wonderful play



Set in Cheltenham Bold Condensed — VOCATIONAL CAMEOS

HONIER & MIGNON

ROBES
MANTEAUX
FURS
MILLINERY

NEW YORK
PARIS WASHINGTON
CINCINNATI

Set in Cheltenham Wide — AMERICAN BORDER



TOURS to the Mediterranean

NO other trip offers such variety of enjoyment. Accommodations range from comfortable staterooms at minimum rates to suites with private baths. Our ships are the largest now engaged in the tourist service and were specially designed for use in the Mediterranean

Eastern Steamship Company · Providence

Set in Cheltenham Wide and Cheltenham Italic — OVOLO BORDER ROTERS ILLUSTRATOR

Printers Who Have Bought Kelly Presses Are Loud in Their Praise of the Records of These Wonderful Printing Machines. In a Great Many Cases They Have Ordered Additional Presses

Printers who do not wish to be outclassed in the economic production of printing have bought Kelly Automatic Presses eagerly. They have proven the greatest money-makers among printing presses. Kelly Presses produce supreme quality and give perfect register at the speeds recommended. Unapproachable in production economies on the longer runs, a more remarkable fact is their productive economies on short runs, due to well devised facilities for quick make-ready and quick regulation of ink supply and quick adjustments of the type form on the fully exposed bed, which is rigidly supported on full-length tracks. The absolutely automatic feed of Kelly Presses, combining utmost simplicity with greater effectiveness and reliability than were ever before realized in an automatic feeding mechanism, makes it possible for them to produce rapidly and much more profitably a variety of work which would otherwise have to be done slowly by hand feed.

Read the following

"YOU ask me what success I have had with the Kelly: Why, nothing but success. I wanted something to replace slow-going platens on long runs and turn out a better class of work. * * * I became the first owner of a Kelly Press in the State of New Jersey, and today I hold my own with anyone for turning out good work. I can put on a solid plate form in colors, single roll up to capacity of the press. Register is perfect, running at top speed. Have nothing but the highest praise on the service given me."

"I WILL not say much, but it will be to the point. The Kelly Press is the best machine I have ever bought. It does everything I expected it to do, and more. If I could use more than one I would certainly install another at once. I would recommend it to anyone who has a large variety of job work to do."

"THE KELLY PRESS is most satisfactory, doing everything that you claim for it, and we are keeping it busy practically all of the time."

Kelly Automatic Presses were designed to reduce the cost of production of both short and long runs. This has been accomplished in a degree which has astonished the printing trade. The bulk of the work in job pressrooms should be produced on Kelly Presses. Many printers, formerly plodding along with the older methods, have become surprisingly prosperous by addition of Kelly Presses to their equipment. In a job pressroom in which Kelly Presses are used the platen presses have their use on the small kinds of work and to help out whenever a Kelly Press has a full run of work. Those who compete against Kelly Presses with slower running presses will inevitably be outclassed in production costs and also in the quality of product. Kelly Presses increase profits and are the best buy for job work. A platen press with mechanical feed is still a platen press—its speed is not increased. With Kelly Presses you increase the speed and range of your work and easily get double the output of a platen with mechanical feed.

Read the following

"EVERYTHING good that can be said about a press we can say about the Kelly. The press has been in our plant four or five years, has run constantly, and we are getting just as much production now as we did at the very beginning and there seems to be no more wear and certainly no expense. We are not only getting splendid production, but are getting splendid work and feel very kindly toward the Kelly."

"THE three Kelly Presses are performing wonderful work. Would not part with them for twice the cost . . . are the working wonders of this plant."

"WE HAVE had no trouble with the Kelly; have been handling business we could never touch before."

"THE KELLY PRESS has given us complete satisfaction. We have had no mechanical difficulties and are able to get out more work at less cost than with our previous equipment."

AMERICAN BORDER

Set in Cheltenham Bold, Cheltenham Wide, Cheltenham Oldstyle Condensed and Cheltenham Italic

MODERN PRINTING is based upon the great achievements and experiences of the Old Masters—the men who by their skillful use of rude implements laid the foundation of one of the most beautiful and most expressive of all arts. It has a two-fold purpose: to promote thought, and to teach the lesson that a combination of beauty and efficiency produces the Master Art. Into its composition enter all the essentials of knowledge. Its devoted and faithful artisans not only enjoy the pleasure of difficult tasks well done, but reap more lasting rewards in the liberal education assimilated while doing them. What better vehicle could be devised to inspire the child, and, by the gradual development of the motor and sensory faculties, arouse his natural creative ability, than the Printing Art?



PRINTING

A VITALIZING FACTOR IN EDUCATION

A PAMPHLET SUGGESTING SEVERAL LOGICAL REASONS WHY THE SCHOOL PRINTING OFFICE PRESENTS MANY EDUCATIONAL ADVANTAGES



THE undeniable benefits of printing plants in the public schools is not a mere impractical theory; everywhere wide-awake educators are recommending printing as a factor in public school education. Printing plants have been installed in schools from lakes to gulf and from ocean to ocean, and their efficacy in the furtherance of practical educational efficiency has been testified to by some of the best known pedagogical figures in the country. It is only a question of time before practically every school in the country will have a printing department as an indispensable adjunct to the other educational equipment and paraphernalia. This is not a prophetic statement, but a fact, amply backed by the increasing number of installations being made along these lines. After all, what is the real purpose of education? It is to properly prepare the younger generation for the business of life. And Printing accomplishes just this

Set in Cheltenham Oldstyle Condensed and Cheltenham Medium Condensed



The American Type Founders Company Leads in Production of Fine Type Designs

Set in Cheltenham Medium Expanded

PRINTERS · DESIGNERS
ENGRAVERS · & · STATIONERS

MORE and more, advertisers are demanding catalogs that are more than a listing of the products manufactured; they want books that are sales forces—that present the same sales arguments, with the same well planned effectiveness, that the star salesman uses. Stevens has been and is a leader in the development of this type of book. We are serving a large clientele and will be glad to show how Stevens can help you out

Stevens

423 BRONDHAM STREET
PHILADELPHIA

Set in Cheltenham Wide and Cheltenham Extrabold

The Hotel Brighton

SITUATED AMIDST THE PINE FORESTS

New Hampshire's Most Beautiful Hostelry

SIXTEEN HUNDRED ROOMS

THIS hotel, which is open all the year round, has long enjoyed the patronage of the general public. Not the least among the many causes that have contributed toward our great success are our cuisine and the homelike atmosphere of our hostelry

Rates Quoted on Application

DOUGLAS GORDON, *Manager* ARTHUR BROWNE, *Proprietor*

Set in Cheltenham Wide and Cheltenham Italic

AMERICAN BORDER LITHOLINE AND LITHODOT BRASS RULE

Every Printer Should Know About the Kelly Automatic Presses, the Machines That Materially Reduced Costs in Job Pressrooms Everywhere

Novel Patented Features

The Kelly Automatic Presses possess many novel patented features designed to expedite make-ready and the changing or alteration of forms. They have finely adjusted and easily controlled ink fountains and large form rollers with superimposed distributor rollers. Presses are provided with two motors (one for the press and the other for the automatic feed) and have monitor controls and dynamic brakes and other controls. They may be stopped from either side or from the feed end within one revolution of the cylinder.

Danger-Proof Automatic Feed

The Kelly Automatic Feed comes closer to infallibility than any other automatic feed. An operator need not be tied to it. It is danger-proof, because it is completely automatic. It will stop the press and trip the cylinder almost instantaneously, (1) if two sheets attempt to pass to the feed board together, (2) if a sheet does not reach the detectors on time, (3) if a sheet is crumpled or defective, (4) if a sheet misses, or (5) if the lift is exhausted.

Double Rolling

Not all kinds of work can be done to the full inking capacity of Kelly Presses by single rolling. There are heavily inked forms that require double rolling on all job presses; but of both single and double rolled forms, Kelly Presses will print with complete success, at unequaled speed, a greater range of work than can be done on any other job press.

DEVELOPED AND MANUFACTURED BY THE

AMERICAN TYPE FOUNDERS COMPANY

Set in Cheltenham Bold, Cheltenham Extrabold and Cheltenham Wide

Efficient Advertising Service Has Always Been the Motto of this Growing Organization

WHAT do the big advertisers see in our service and counsel that prompts them to call upon us whenever new selling campaigns are being contemplated? They can see results ahead when they place an advertising problem in our hands, as we assume responsibility for the success of that campaign. And their success increases our prestige

Merkel Hardware Corporation, Henderson & Moran, Daniel & Montgomery, Frederick Burlingham Soap Company, Edward Cavanaugh & Company, and scores of other prosperous and progressive concerns are clients of this company

Universal Advertising Service Company

BOSTON
Kenworth Building

NEW YORK
Thirty-one Main Boulevard

LONDON
Merchants Building

Set in Cheltenham Medium Expanded, Cheltenham Medium and Cheltenham Medium Italic

ANTIQUE BORDER JAQUISH BRASS RULE ORNAMENTS

YOURSELF AND FRIENDS ARE CORDIALLY INVITED TO ATTEND THE JUNE GARDEN MUSICALE TO BE GIVEN BY THE BRONX SYMPHONY ORCHESTRA ON THE LAWN OF THE FIRST BAPTIST CHURCH OF EAST HARBORDALE, TUESDAY EVENING, JUNE SIXTEENTH, AT EIGHT-THIRTY O'CLOCK

THE COMMITTEE

Set in Cheltenham Wide

VANITY INITIAL

Cheltenham Oldstyle Condensed

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g
h i j k l m n o
p q r r s t u v
w x y z ff fi fl
ffi ffl Qu ct st ¶
' " . , - ' : ; ! ?

Character ¶ not made for 24, 30, 36, 42, 48, 60 and 72 Point sizes

14 Point 17 A 34 a
SPORT FASHIONS
Magnificent Diamond

12 Point 22 A 43 a
BROUGHT FORWARD
Japanese Chrysanthemum

10 Point 24 A 48 a
HERBACEOUS RODENTS
Nocturnal wanderers frighten timid denizens very frequently

8 Point 27 A 56 a
FRENCH COURTESY PLEASING
Impressionable globe-trotter praises bourgeoisie hospitality in travelogue

6 Point 30 A 60 a
IMPORTANT BREAKFAST PRODUCT
No morning menu is more appreciated by juvenile campers than flapjacks and syrup

72 Point 3 A 4 a
Egoist

60 Point 3 A 5 a
Squash

48 Point 4 A 7 a
Depleted

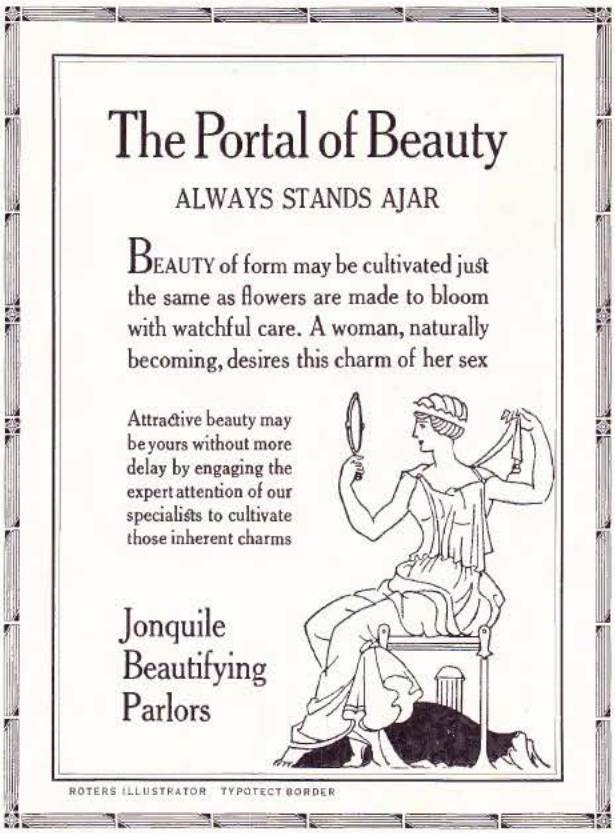
42 Point 4 A 8 a
Night Mail

36 Point 5 A 8 a
Buy Quickly

30 Point 6 A 12 a
HUMORISTS
Neglect Studio

24 Point 8 A 17 a
DISTRIBUTION
Special Questions

18 Point 13 A 24 a
GREATEST HOUSE
Refined Masqueraders



Cheltenham Medium Expanded

48 Point 3 A 6 a

Rapids

42 Point 4 A 7 a

Bequest

36 Point 5 A 8 a

Daughter

30 Point 6 A 10 a

Reject Man

24 Point 7 A 14 a

Earns Surplus

18 Point 11 A 21 a

University Razed

14 Point 15 A 30 a

SPLENDID ROMAN
Majestic Architecture

12 Point 17 A 32 a

NERVOUS CUSTOMER
Divulge Invaluable Secret

10 Point 18 A 36 a

HUMOROUS MUSICIANS
Dancers Applaud Orchestra

8 Point 20 A 41 a

STRING QUARTET FEATURED
Unusually Pleasant Entertainment

6 Point 22 A 44 a

MISCHIEVOUS YOUNG CREATURES
Playful Siamese Kitten Delighted Children

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r r s t u
v w x y z ff fi fl ffi ffl
ct st . , - ' : ; ! ?

TIME

THE
ONLY DIFFERENCE
BETWEEN
THE DIFFICULT
AND
THE IMPOSSIBLE
IS THAT
THE IMPOSSIBLE
TAKES MORE
TIME

❖

SELECTED

PANEL BORDER

Cheltenham Medium Condensed

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r r s t u v
w x y z ff fi fl ffi ffl ct st
. , - ’ : ; ! ?

48 Point 4 A 7 a

Hardship

42 Point 5 A 8 a

Negotiates

36 Point 5 A 10 a

Buys Engine

30 Point 6 A 12 a

Respect Shown

24 Point 9 A 16 a

Mystical Kingdom

18 Point 14 A 24 a

Depreciating Securities

14 Point 17 A 34 a

ENERGETIC GARDENER
Cultivate Neglected Orchard

12 Point 22 A 43 a

HERO RESCUES CLERGYMEN
Grateful Inhabitants Applaud Clerk

10 Point 24 A 48 a

MECHANIC WORKED OVERTIME
Bought Magnificent Country Bungalow

8 Point 29 A 55 a

RECONSIDERED GENEROUS PROPOSALS
Specified Extraordinarily Difficult Examination

6 Point 32 A 63 a

NEIGHBORHOOD COMMITTEES REORGANIZING
Reliable Industrial Enterprise Installing Huge Machinery

POTTERY
ART DESIGNS

ELEANOR TREMAINE

This little book contains one hundred beautiful designs for the student, and illustrates both the ancient and more modern conception of pottery



Published by
THE SCHOOL OF ART DESIGNING
NORTH HARBOR CITY

CLELAND ORNAMENT

Cheltenham Bold

120 Point 3 A 4 a

Nail

96 Point 3 A 4 a

Style

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
r s t u v w x y z
. , - ' : ; ! ?

84 Point 3 A 4 a

Bed

72 Point 3 A 4 a

Risk

60 Point 3 A 5 a

Myth

48 Point 4 A 6 a

Halted

42 Point 4 A 8 a

Might

36 Point 5 A 8 a

HORN

Grated

30 Point 6 A 10 a

ENTIRE

Delivery

24 Point 6 A 13 a

NEITHER

Simplified

18 Point 10 A 20 a

NICKNAME
Honest Sport

14 Point 14 A 26 a

REPRODUCES
Quaint Drawing

12 Point 17 A 33 a

DESCRIBE SCENE
Entering Battlefield

10 Point 18 A 37 a

SOLDIERS REJOICE
Timely reconnoitering narrowly averted war

8 Point 22 A 45 a

INDUSTRIOUS WORKER
Diligent mechanic becomes department superintendent

6 Point 24 A 48 a

BOLD MOUNTAIN CLIMBERS
Encounter many hardships while making perilous journey upward

Cheltenham Bold Italic

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

72 Point 3 A 5 a

Stylist

60 Point 4 A 6 a

Ejected

48 Point 4 A 6 a

Bold Dial

12 Point 15 A 32 a

GUIDES DESIGN
Sought suggestions wandering through picturesque valleys

10 Point 16 A 34 a

NOTED GROUNDS
Children frolic midst wonderful botanical garden and enjoy the exhilarating climate

8 Point 20 A 42 a

COMPLIMENTS ARTIST
Many entertaining exhibits of painting are displayed in the main room. The library habitue will be interested in these fascinating art works

6 Point 20 A 42 a

SOLDIERS IN MANEUVERS
Numerous troops forming with beautiful accuracy along road passed inspections and started active work. Quickly establish permanent headquarters while zephyrs sharpen their appetite

24 Point 7 A 11 a

REOPEN City folks interested

18 Point 9 A 20 a

SPECIMEN Brochure by old artificer delights boy

14 Point 14 A 28 a

DISTRIBUTER Urchins pleased with many gifts donated weekly by the merchant

42 Point 5 A 7 a

MINES Bought

36 Point 5 A 8 a

ROUND Sampled

30 Point 6 A 9 a

INCOMES Encyclical Defendant

Cheltenham Bold Condensed

72 Point

NED

60 Point

KING

48 Point

HINGE

Dimple

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g
h i j k l m n
o p q r r s t
u v w x y z
. , - ' : ; ! ?

3 A 4 a

High

3 A 4 a

Stake

4 A 8 a

MINDS

Ejected

42 Point 5 A 8 a

SECTION

Neuralgia

36 Point 5 A 8 a

BENEDICT

Kept Secret

30 Point 7 A 13 a

NICE COURT

Majority Rule

24 Point 8 A 16 a

ENHANCING

Beautiful star shining bright

18 Point 12 A 26 a

IMPROVEMENT

Enlarged interior has pleasing look

14 Point 17 A 36 a

HEROIC REGIMENT

Springfield holds fine banquet for the many men who gained fame

12 Point 21 A 44 a

DEFENDS DOCTRINE

Honor system becomes main discussion among professors at meetings

10 Point 22 A 46 a

POSTPONE PROGRAM

Curtail winter concerts of symphony orchestra until arrival of eminent soloists

8 Point 27 A 54 a

ERECTED BEAUTIFUL HOME

Retired manufacturer purchases tract adjoining present property for building magnificent mansion

6 Point 30 A 60 a

OFFICIAL REFUSES NOMINATION

Government officer declared principal reason for not accepting situation was remuneration. This created quite some comment among several acquaintances

Cheltenham Bold Condensed Italic

72 Point

Nigh

60 Point

Debts

48 Point

REIGN

Eyelets

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ’ : ; ! ?

3 A 4 a

END

3 A 4 a

HUM

5 A 8 a

BRICK

Striper

12 Point 20 A 40 a

HONEST REPORTER
Gives generous reward to scholar writing long essay on modern topics

10 Point 20 A 42 a

FACE GRAVE DANGER
Expeditions into tropical regions are usually made by men seeking adventure

8 Point 25 A 50 a

HELP STIMULATE BUSINESS
Progressive merchants know the great benefits which are derived from advertising in daily papers

6 Point 28 A 58 a

REQUIRING BETTER WORKMEN
The call for high-grade printing will continue to increase. For this reason most employers insist that printers be careful in the training of apprentices

24 Point 9 A 16 a

REINFORCE
United action much desired

18 Point 12 A 24 a

BOYS AMUSED
Humorous yarns created laughter

14 Point 16 A 32 a

ENCOURAGEMENT
Conditions improved greatly since worker cooperates with boss

42 Point 5 A 10 a

INDICTS

Magician

36 Point 5 A 10 a

DISPERSE

Bystanders

30 Point 7 A 12 a

NOURISHED

Recuperation

Cheltenham Bold Extended

72 Point 3 A 4 a

Net

60 Point 3 A 4 a

Hail

48 Point 3 A 4 a

Eight

42 Point 3 A 5 a

Speck

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U V

W X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

r s t u v w x y z

. , - ’ : ; ! ?

36 Point 3 A 5 a

MUSIC

Hybrid

30 Point 4 A 7 a

REFUSE

Brighten

24 Point 5 A 9 a

ENDURES

Complaint

18 Point 7 A 13 a

BROKEN

Solicitors mystified

14 Point 10 A 21 a

REMINDER

Companion encouraged further trial

12 Point 12 A 25 a

NOURISHING

Food scientist makes rations very tempting

10 Point 13 A 28 a

INSTRUCTION

Extra buildings provide golden opportunity for additional class

8 Point 15 A 30 a

MINIATURE ROSE

Swiss horticulturist exhibits interesting hardy varieties that brought loud praise from noted growers

6 Point 17 A 35 a

RAINBOW CREATION

Beautiful satin ribbons help in conveying that distinctive atmosphere of rare refinement and good taste so desirable and universally sought

Cheltenham Extrabold

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r r s t u v w x
y z ff fi fl ffi ffl
. , - ’ : ; ! ?

72 Point 3 A 4 a

Bait

60 Point 3 A 4 a

Mule

48 Point 3 A 5 a

Sailed

42 Point 3 A 6 a

Delight

10 Point 15 A 30 a

DISTINGUISHED
Notable speakers addressed textile manufacturers at their last meeting

18 Point 9 A 16 a

MEDIUMS
Recognize great men

36 Point 4 A 6 a

HUMOR
Injustice

8 Point 18 A 35 a

BENIGN EXPRESSION
Old gentleman imparts secret of longevity and happiness in old age to assemblage of printers visiting the community

14 Point 11 A 23 a

SERMONIZE
Heroic priest defied raider entering city

30 Point 5 A 8 a

BURNERS
Evangelist

6 Point 21 A 40 a

STORM REPORTS GIVEN
February storm hindering traffic very much in many northwestern counties and numerous trains are being stalled according to report given by weather bureaus

12 Point 14 A 26 a

NEIGHBORING
County invoked aid from village when dam burst

24 Point 6 A 10 a

DIMENSION
Metaphysics

Cheltenham Bold Extra Condensed

120 Point 3 A 4 a

Etch

96 Point 3 A 4 a

Biped

84 Point 3 A 4 a

Injects

72 Point 3 A 5 a

Rebuild

60 Point 3 A 5 a

Liquidate

48 Point 6 A 9 a

Melancholy

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r r s t u v w x y z
ff fi fl ffi ffl . , - ' : ; ! ?

42 Point 6 A 10 a

Red Eagle

36 Point 6 A 10 a

Night Hawk

30 Point 8 A 14 a

FOREBODING
Hemispherical

24 Point 10 A 19 a

DISCOMPOSURE
Brief Exploration

18 Point 15 A 31 a

PERFECT SPECIMEN
Kinder Characteristic

14 Point 20 A 40 a

ENERGETIC PLANS
Serious development undertaking finished

12 Point 24 A 48 a

LEADING GYMNASIUM
Many contestants report intense activity at camps

10 Point 27 A 54 a

NOTEWORTHY DECISION
Important questions settled during informal conference between opposing societies

8 Point 33 A 68 a

INDEMNIFIED MANUFACTURER
Erecting monstrous warehouse of standardized materials as required by the fire insurance underwriters

6 Point 36 A 73 a

NUMEROUS CHANGES IN SCHEDULE
Excursion steamers crowded to capacity with smiling throngs of July vacationists returning home after enchanting pleasure jaunts to mountain and seashore resorts

Cheltenham Bold Extra Condensed and Cheltenham Oldstyle

Spring Clothes

An exceptional sale of fine spring suits and topcoats for men. Made of durable materials and tailored in the latest style

ENGLISH TWEEDS, full and tight fitting models, well made, in either light gray or black mixtures **29.50**

TOPCOATS of fine rain-proof material tailored in many styles, and in a variety of modish shades **18.75**

MANY OTHER ODD LOTS OF SUITS AND COATS AT PRICES FAR BELOW ORIGINAL COST TO US

HENDERSON BROTHERS

51 BURCH STREET · 34 MAIN AVENUE

CHARACTER

PLUS BUSINESS BUILDING ABILITY

PRINTING produced by our renowned organization has Character or it would not be flowing so steadily into the trade channels from the many large concerns we serve; it has business building power as our clients show consistent growth

Booklets, Catalogues, Circulars, Cards
Announcements, Stationery

THE MANDER COMPANY

Printers Extraordinary

1026 LEXINGTON AVENUE, WORTHINGTON

BENHURST MANOR

Offers you the exceptional opportunity of owning that long desired home

SITUATED on gently rolling hills and commanding a fine view of the bay and surrounding country, this recently developed park has attracted an extremely large colony of Dunkirk families because of its exquisite beauty, refinement, its natural simplicity and home charm. A handsome clubhouse and tennis court, with splendid golf course nearby, all complete the picture of an ideal all-year-round home place

Select your building site now and build your own home

SEND FOR DESCRIPTIVE BOOKLET

JAMES H. MORTON

DUNKIRK, NEW JERSEY

HYLITE BORDER CLOISTER ORNAMENT

CHELTENHAM BOLD EXTRA CONDENSED TITLE

96 Point 3 A

MUD

84 Point 3 A

BASE

72 Point 3 A

RESIN

60 Point 4 A

DOZEN
NITRIC

48 Point 5 A

HUMORS
EMBARK

42 Point 6 A

BROKE
DOUGH

36 Point 7 A

GRADER
ENOUGH

30 Point 10 A

MERMAID
KITCHENS
REJOICED

24 Point 14 A

HUMANIZED
SOAPSTONE
CONQUERED

18 Point 20 A

IMPORTS GOWN
NOTED METHOD
GUARDED HOME

14 Point 25 A

HEARD SPEAKER
DIRECTED MINES

12 Point 27 A

DIVIDED KINGDOMS
PROSPEROUS BANK

10 Point 36 A

INCREASE MEMBERSHIP
CELEBRATED SCIENTIST
RESUMED OBLIGATIONS

8 Point 40 A

DISTRIBUTED MANY SAMPLES
BOYS PROCURED CONCESSION
RESTORES HISTORIC MANSION

6 Point 42 A

SEVERAL UNDERTAKINGS POSTPONED
COPYRIGHTED FOREIGN TRADEMARKS
QUICKLY REMOVES MARINE EMBARGO
NEW STORES SHOWING MERCHANDISE

CHARACTERS IN
COMPLETE FONT

A B C D E F
G H I J K L
M N O P Q R
S T U V W
X Y Z & $
1 2 3 4 5
6 7 8 9 0
. , - ' : ; ! ?

Cheltenham Inline designs are effective when used in advertisements. They help tone down heavy display lines and add an individual touch, with the result that a firm's advertising may be instantly identified. Many large buyers of newspaper and magazine space prefer the Cheltenham Inlines for their principal display



ROSA BORDER VOCATIONAL CAMEO

FICTION

MANY booklovers are availing themselves of the opportunity to secure the books here offered before our allotment of the limited editions is exhausted. These works comprise the best efforts of nationally known and popular story-tellers. Printe
book that appeal to the bett

Quicksand by He

Price $3.75

Cast adrift in the whirlpool of social dec
two outcasts from different castes combi
of man's unconquerable search

Mandalay by Loui

Price $4.50

A romance of the southern Carolinas, b
to the fore quaint traditions and unfoldin
oldest story. Her dreams are realized an
bows to the inevitable power of

The Boast by Geo

Price $2.50

An interesting story of the golden west,
includes photographic illustrations show
magnificent surrounding country. Natur

**The Greatest Oppor
the Booklov**

SILVER MELODIES

BY WILLIAM MONTGOMERY JACOBSON

Songs and Lyrics



Sung by Leading
Artists of High-class Vaudeville
and Musical Comedy
everywhere

Price $2.50

Central Music Store

875 BROAD STREET, BAYONNE

ORPHIC SPOT

E. B. Rothwell & Company

COMMUNITY BUILDING, ROCHESTER

BEYER BROTHERS

EVERY day and many times a day we are complimented upon the fine quality and the reasonable price of our merchandise. Over a period of fifty-seven years we have striven to maintain the standard of square dealing upon which our business was founded

Big Sale

Our Dry Goods Department is holding a great inventory sale. Dress goods and linens will be sacrificed. Yards and yards of

CRETONNE

Many colors and a large variety to select from. All at one price

39c a yard

Silk Hosiery

Strong, seamless hosiery of the highest grade silk. A bargain at

$2 a pair

EASY TERMS

Newlyweds and all lovers of a beautiful home should attend our spring showing of the newest methods of correctly furnishing a home. Every efficient kitchen and laundry convenience will be exhibited and salesmen will gladly give any desired information about our easy monthly payment plan. Call today and see what we offer

Elko Kitchen Cabinets
Reduced to $35

THIS MONTH ONLY

Here is an inducement for the bride to furnish a home for only ten dollars down and five dollars each month. There is no limit to the amount of furniture that you may buy under this special plan. Just think, for only a few dollars a month your home can be made comfortable and cozy

Dining Room Suites
$250 and up

BEYER BROTHERS

NORTH ADAMS STREET & BOULEVARD • SOUTH BIRMINGHAM

AMERICAN TYPE STYLES



Almost every city has its Fifth Avenue. This is not a location, but rather a class distinction. This public can not be reached by ordinary advertising methods. They think and talk quality and exclusiveness; to secure an audience your advertising must speak their language and this is better done with

American Types

ROSA BORDER VOCATIONAL CAMEO

This four-page insert is printed on No. 1 M. F. Book. Basis 25x38-80 lbs.
Made by P. H. GLATFELTER COMPANY, Spring Grove, Pa.

Cheltenham Inline Extra Condensed

72 Point 3 A 5a

Heighten

60 Point 3 A 5a

Rigmarole

48 Point 5 A 9a

Photographic

42 Point 6 A 10a

Great Celebrity

36 Point 6 A 10a

Diplomatic Expert

120 Point 3 A 4a

Sleigh

96 Point 3 A 4a

Bigoted

84 Point 3 A 4a

Majestic

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

& $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s

t u v w x y z ff fi fl ffi ffl . , - ’ : ; ! ?

Cheltenham Inline

72 Point 3 A 4 a

Indent

60 Point 3 A 5 a

MINER

Replied

48 Point 4 A 6 a

INDIANS

Historical

42 Point 4 A 8 a

REBUKE

Hundreds

36 Point 5 A 8 a

DERIDING

Negotiation

30 Point 5 A 10 a

HUNT BEAR

Southern Girls

24 Point 6 A 13 a

KNIGHTS DINE

Expert Mechanic

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

& $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p

q r s t u v w x y z . , - ' : ; ! ?

Cheltenham Inline Extended

30 Point 4 A 7 a

MINISTER
Sign Lease

24 Point 5 A 9 a

REGIMENTS
Men Enlisted

18 Point 7 A 13 a

CLOSING MINE
Great Managers

CHARACTERS IN COMPLETE FONT

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g
h i j k l m n
o p q r s t
u v w x y z
. , - ' : ; ! ?

72 Point 3 A 4 a

Nigh

60 Point 3 A 4 a

BRIM
Helps

48 Point 3 A 4 a

SPECK
Regard

42 Point 3 A 5 a

NOTICE
Subjects

36 Point 3 A 5 a

MODERN
Extension

Cheltenham Bold Outline

72 Point 3 A 4 a

Held

60 Point 3 A 5 a

Sylph

48 Point 4 A 6 a

PRISM

Napkin

42 Point 4 A 8 a

ROCKS

Explode

36 Point 5 A 8 a

MOTION

Biological

30 Point 6 A 10 a

DESPISING

Quick Rider

24 Point 6 A 13 a

MOTHER

Improving household

18 Point 10 A 20 a

EXTENDED

Bright stories are reprinted

14 Point 14 A 26 a

STEREOTYPE

Modern method providing better urban deliveries

12 Point 17 A 33 a

HUMORESQUE

Simple folk songs cleverly rendered by favorite artists interest audience

10 Point 18 A 37 a

MODEST HOMES

Incomparable view from lofty elevation that overlooks lake unfolds lovely vista

8 Point 22 A 45 a

EASTERN STEAMERS

Short ocean trips aboard palatial boats still plying between southern cities and Manhattan vitalized fatigued mind and body

Characters in Complete Font

A B C D E F G

H I J K L M N O

P Q R S T U V

W X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

r s t u v w x y z

. , - ' : ; ! ?

Cheltenham Shaded Faces are shown on pages 430 to 435

Spring Day Bouquet

The Charming New Extract of Flowers
Grown in the Sunny Riviera

YOUR perfume subtly enfolds you as does your cloak and always about you is its atmosphere of fugitive charm. The fragrance you wear is really a part of you, so care must be taken in its selection be it your favorite flower or the mingling odors of a bouquet. Our perfumes satisfy the discriminating

Obtainable at Most Good Shops

AMSTERDAM PERFUMERY COMPANY

CREATORS OF EXQUISITE PERFUMES AND COSMETICS

NEW YORK BOSTON CHICAGO WASHINGTON

ROSA BORDER VANITY INITIAL

Everything for Baby



An unusual shop where you can purchase everything for the little one, ranging from dependable toilet articles and daintiest of clothes to quaint toys and little necessities

CHOICE SOUTHERN EMBROIDERY

Marguerite Remington

Jacksonville

ROTERS ILLUSTRATOR

Cast on Original Line

Caslon Oldstyle No. 471

72 Point 3 A 3 a

Bind

60 Point 3 A 4 a

Eagle

48 Point 4 A 6 a

PRIDE
Replied

42 Point 4 A 6 a

HEARD
Dialogue

36 Point 5 A 7 a

MEN SING
Help Choir

30 Point 6 A 10 a

NAME USED
Right Subject

24 Point 7 A 14 a

RED INK
Displaying

22 Point 8 A 16 a

NICE MEN
Live Stylish

18 Point 10 A 25 a

EXPEDIENT
PLENTY of type
increases profit

14 Point 14 A 40 a

RENEW DOME
WORN letters cause
of expensive delays

12 Point 15 A 45 a

FINE QUALITY
CASLON adds dignity
to beautiful printing

10 Point 18 A 55 a

PILGRIM ROMANCE
IDEALIZING historical events
becomes ridiculous if some
narrative is unsubstantiated

8 Point 20 A 60 a

HISTORIC MELODRAMA
COMPOSERS sometimes take tunes
lacking in worth and glorify them
into symphonies; so the alchemy
of genius has transformed this play

6 Point 22 A 65 a

SONGS PRODUCE HAPPINESS
CHILDHOOD was spent in chasing
golden butterflies; then came those
youthful days of dreams. Happiness
came with the realization of power

9 and 11 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl ct ( ) [ ]
. , - ' : ; ! ?

Characters ( ) [ ] made only in sizes from 6 to 48 Point

SMALL CAPS from 6 to 36 Point are put up in separate fonts and furnished only when specially ordered

Special Characters shown on page 132

Caslon Oldstyle Italic No. 471

Cast on Original Line

12 Point 14 A 42 a

ODD SPECIMEN
Leaflet printed in the early day found intact and presented to firm

10 Point 16 A 48 a

ANTIQUE PICTURE
Brought beautiful painting depicting hostile meeting on frontier with savage Indian

8 Point 18 A 55 a

HONORS FOR PURITANS
To break with the past, entrusting their lives to the wilds, required a spirit of adventure, challenging the great admiration of the world

6 Point 18 A 55 a

COLONIZING AT PLYMOUTH
Pilgrim men and women from across the ocean, fired with determination to secure freedom, landed upon the stern and forbidding New England seacoast

22 Point 7 A 16 a

NOTIONS
Folks acquire strange habits from learning

18 Point 9 A 25 a

COLONISTS
Sturdy mariner returning north with sweetheart

14 Point 12 A 36 a

CONSIDERED
European professors showed appreciation throughout exercises

9 and 11 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H
I J J K L M N O P
Q Q R S T T U V
W X Y Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl ß
. , - ' : ; ! ?

Special Characters shown on page 132

48 Point 3 A 5 a

SINCE
Mondays

42 Point 4 A 6 a

PROUD
Diplomat

36 Point 4 A 6 a

BENCH
Judge folks impartially

30 Point 5 A 10 a

MINISTER
English prelate journeying east

24 Point 6 A 14 a

EXHIBITION
New masterpieces recently discovered

Special Caslon Characters

THE following Caslon Quaint Characters, in common use in William Caslon's time, have been preserved in their original form, but are not included in the regular fonts. They are sold separately for both the Roman and Italic.

QUAINT CHARACTERS for use with Caslon Oldstyle No. 471

ſ ſſ ſfi ſfl ſb ſh ſi ſk ſl ſt ct

6 Point to 36 Point fonts contain eleven characters as shown above
42, 48 and 60 Point fonts contain long s and ct only (ſ ct)

QUAINT CHARACTERS for use with *Caslon Oldstyle Italic No. 471*

ſ ſſ ſfi ſfl ſb ſh ſi ſk ſl ſt ct

6 Point to 30 Point fonts contain eleven characters as shown above
36 Point font contains long s, sk and ct only (*ſ ſk ct*)
42 and 48 Point fonts contain long s and ct only (*ſ ct*)

These Characters are made in both Roman and Italic to line with the original Caslon Oldstyle No. 471 up to and including 30 Point, and in Roman only up to and including 36 Point. Only characters *ſ*, *ſk* and *ct* are made for 36 Point Caslon Oldstyle Italic No. 471; only the ſ and ct are made for the Caslon Oldstyle Roman No. 471 from 42 Point to 60 Point inclusive; and only the characters *ſ* and *ct* for 42 Point and 48 Point Caslon Oldstyle Italic No. 471.

SWASH CHARACTERS for use with *Caslon Oldstyle Italic No. 471*

A B C C D E F F G H H K K

L L M N O P R S U W

e k v w z gy &

These characters are made in all sizes from 6 to 48 Point inclusive and are sold separately

THE ORIGINAL
CASLON OLDSTYLE
Roman *and Italic*
TYPES

THE AMERICAN TYPE FOUNDERS COMPANY makes the Caſlon Oldſtyle Romans *and Italics* preciſely as *Mr. Caſlon* left them in 1766, caſting the letters from the *original matrices*, including all the ancient quaint double and long letters and ligatures uſed during the lifetime of *Mr. Caſlon*. As is well known to many who read of such matters, theſe types diſappeared from the Engliſh Specimen Books at about the year 1800, and did not reappear until 1859, in which year the matrices were brought to America and uſed by The Johnſon Type Foundry, afterwards MacKellar, Smiths & Jordan, of Philadelphia, the immediate predeceſſors of the American Type Founders Company

TEAGUE BORDERS

PENDLETIN
SWARTOUT
& COMPANY

MARK TWAIN at one time remarked that after years of study and analysis he had come to the conclusion that there were only thirteen original jokes, all other funny stories being based on the circumstances contained in these. An observer of drama has written a book to disclose that there has not been an original plot for centuries, all present-day drama being modeled on the plots unfolded long ago by the ancients. Even music has been reduced to comparatively few motifs. It is given to but few men to be originators. Shakespeare himself is known to have adapted the plots emanating from different countries and sources.

ADVERTISING, which is young in comparison with other professions, could not hope to be exempt from the universal rule. All known phases of advertising have been grouped under very few heads, and rare indeed is the advertiser who can hope to emerge with one absolutely new idea. This is no reason why he should be discouraged.

SOME of the most successful advertising of the present day has been modeled after some early and thoroughly exploited ideas. It is the method by which these ideas are used that often determines the success of the advertising. It is perfectly proper for the advertiser to borrow, but where he borrows it is, like Shakespeare, up to him to improve.

WE desire to call your attention to the fact that our method is as distinctive as it is valuable. It is easily understood. You can readily see it is sound and will want your advertising campaign planned and handled by us once it is explained to you.

ROSA BORDER ANTIQUE ORNAMENT

Many

new and pleasing effects in type composition are possible with the

Caslon Types

here shown, and the beautiful

ROSA
BORDERS

THIS harmonious combination gives distinction to printing of the better class and is being used with splendid results on the general run of everyday job work

Try this combination on your next job

NOT MORE than *one man* in a THOUSAND can tell you WHY he *smiles* when he is *pleased*, or WHY he *frowns* when *displeased*. The other NINE HUNDRED AND NINETY-NINE say it is the natural thing to do and *let it go at that*

ROSA BORDER AMERICAN BORDER

CASLON
TYPES

when used in conjunction with the popular

Caslon Swash Characters

and embellished with our unusual

DECORATIVE MATERIAL

produce the most readable and most attractive typography

AMERICAN TYPE FOUNDERS COMPANY

Spring Season

HAMILTON & SANDFORD

CHICAGO SILVERSMITHS BOSTON

Wedding Gifts

FOR the wedding season many articles of beauty and utility are offered. Sterling silver dinner sets and choice pieces of exquisite design are shown in great variety. Every article is moderately priced and warranted to give satisfaction

This trade-mark identifies Hamilton & Sandford Craftsmanship

H&S

The Original

CASLON
OLDSTYLE
Roman *and Italic*
No. 471

ANNOUNCEMENT

THIS type face is cast also on the AMERICAN POINT LINE. *The difference is entirely in the shortening of several of the descenders. Its catalogue name is* CASLON NO. 540 *and Caslon Italic No. 540. The sizes are from 6 to 120 point in the roman and from 6 to 42 point in the italic*

AMERICAN TYPE FOUNDERS COMPANY

JOHANN GUTENBERG

GUTENBERG IS BELIEVED TO HAVE BEEN BORN AT MAINZ ABOUT 1397 ❦ HE DIED ABOUT 1468 ❦ HIS NAME IS FOUND IN THE RECORDS OF STRASBOURG IN 1434 AND 1436 ❦ IN THAT CITY HE IS SUPPOSED TO HAVE FIRST WORKED ON HIS INVENTION OF TYPOGRAPHY AND CERTAIN FRAGMENTS OF PRINTING, AND PERHAPS THE BEGINNING OF HIS GREAT BIBLE

GUTENBERG'S name does not appear on any printed thing, and in only one of the books ascribed to him do we find any allusion to the invention of printing, and in that his name is not mentioned. We think of him as a man of large ideas and small means, accomplishing much, the credit for which was begrudged him by those who achieved fame through their connection with him and his invention.

WE THINK Gutenberg's failure in self-advertisement may be explained by assuming that he did not fully realize the importance of his invention. His view, it seems to us, was that typography would compete, because of its economy, with the pen-made and (sometimes) hand illuminated books which in the fifteenth century were produced by influential guilds in those few regions of Europe which had received a stimulus from the new birth of learning, which began in Italy a half century before. Gutenberg could claim that his method made the cheaper books better, but probably thought that typographic books could not equal the better pen-made books. Later on, Gutenberg had to commence anew, while Fust secured the profits and temporarily (with Schoeffer) usurped the glory which soon attached itself to the new art.

THE FIRST mention of the invention of the art of typography occurs in the 1457 "Psalterium," printed by Schoeffer and Fust, in which they claim to be the inventors. Two years before, they had got rid of Gutenberg and claimed more than they were entitled to. In 1460 the "Catholicon," ascribed to Gutenberg by bibliographers, "contains reference to the invention of printing in Germany, using expressions that seem to indicate that the writer [of the colophon] was the inventor." In 1472, a letter of Guillaume Fichet to Robert Gaguin, printed in Paris, contains the first reference in type to the then uncelebrated Johann Gutenberg.

THE INSCRIPTION ON THE MONUMENT ERECTED TO GUTENBERG IN THE COURTYARD OF WHAT IS SAID TO HAVE BEEN HIS MOTHER'S RESIDENCE, AS TRANSLATED, READS ❦ "TO JOHN GENSFLEISCH, CALLED GUTENBERG, A PATRICIAN OF MAINZ, WHO FIRST AMONGST ALL INVENTED TO PRINT THE LETTERS BY MEANS OF METAL, AND WHO BY THIS ART DESERVED WELL OF THE WHOLE WORLD, THE ART-UNION OF MAINZ IN CONNECTION WITH THE OWNERS OF THE HOUSE ZUM GUTENBERG HAVE ERECTED THIS MONUMENT AS AN IMMORTAL MEMORIAL OF HIS NAME, ON THE 4TH OF OCTOBER, 1827" ❦ ❦ ❦ ❦

ADAM ORNAMENTS

PARAGRAPH TERMINAL

This insert is printed on INDIA ALBION TEXT WOVE. Basis 25x38—80 lbs.
Made by the AMERICAN WRITING PAPER CO., Holyoke, Mass.



WESTWARD JOURNEYS

SOME years ago the interior of California was an almost obscure desert. Herds of native animals roamed over its untilled plains. Its mountain fastnesses had been penetrated by only a very few more venturesome explorers. The foothills, between the plains and the peaks, harbored a handful of white settlers who had been drawn by the lure of gold, or the amazing fertility of the river bottoms, but for the most part remained the hunting grounds of bands of savage red men.

The Golden West

JAQUISH ORNAMENT

The Gobbler

AN APPRECIATION OF THE NOBLEST OF BIRDS

HONOR now this proud old bird; throughout his life he never heard of printer's ink nor devil's "pi"—and in his ignorance he had to die. He never heard the hum nor roar of presses on our first floor; he never smelled—at least we think, he never smelled of printers' ink. He was a small egg once upon a time, worth just about one thin, plain dime; a good, sound, healthy egg, forsooth, from which emerged a cocksure youth, who pompously strutted and eventually grew into a toothsome, sumptuous meal for you.



Colonial Print Shoppe

ART TYPOGRAPHERS

Alden, Mass.

THANKSGIVING ORNAMENT

Roberts, Peters & Company

FINE CLOTHES FOR MEN—Abnormal values at subnormal prices. Business suits that *could* make a congressman look like a banker. Sporting clothes that *can* make a golfer feel like a par player. We can assure you of some excellent values in each one of them that will permit a dollar to do a dollar job for you every time.

$30, $40, $50—NO HIGHER

Amsterdam Avenue and Morgan Place, NEW YORK

BROCHURE BORDER. CASLON SWASH CHARACTERS

Caslon No. 540

120 Point 3 A 4 a

Bit

96 Point 3 A 4 a

Sad

84 Point 3 A 4 a

Idyl

72 Point 3 A 4 a

Hats

60 Point 3 A 4 a

Spick

48 Point 3 A 6 a

Kindly

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w x
y z ff fi fl ffi ffl ct ( ) [ ]
. , - ’ : ; ! ?

Characters ( ) [ ] made only in sizes from 6 to 42 Point

SMALL CAPS from 6 Point to 18 Point inclusive and Quaint Characters ſt ſb ſh ſi ſk ſl ſt ff ffi ffl ct from 6 to 30 Point inclusive are fonted separately and are furnished only when specially ordered. Only the Quaint Characters ſt and ct are fonted in the 36 and 42 Point sizes

11 Point carried in stock only at Foundry

42 Point 3 A 7 a

Maid

36 Point 3 A 7 a

Ratify

30 Point 4 A 10 a

Unfilial

24 Point 5 A 12 a

DREAM
Prologue

20 Point 7 A 14 a

EARNED
Generosity

18 Point 9 A 19 a

FIREMAN
JUST Replied

14 Point 12 A 27 a

IMPROVING
GREAT Machine

12 Point 13 A 32 a

ANNIVERSARY
REMINDS Colonists

10 Point 16 A 44 a

DESERVED PRAISE
EMINENT authority may review principal records

8 Point 18 A 45 a

INHERITED QUALITY
PILGRIM honors and respects quaint customs of forefathers

6 Point 22 A 63 a

JOINED ANOTHER EXPEDITION
DISTINGUISHED traveler returns after very unusual privations were combated

Caslon Italic No. 540

Characters in Complete Font

A B C D E F G

H I J J K L M N

O P Q Q R S T T

U V W X Y Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h h i

j k l m n o p q r s

t u v w x y z ct ff fi fl

ffi ffl . , - ' : ; ! ? ( )

11 Point carried in stock only at Foundry

42 Point 4 A 7 a

BIRDS
Mindful

36 Point 4 A 8 a

SMOKE
Instructed
sales clerk

30 Point 4 A 9 a

GUIDES
Extinguish
forest blaze

24 Point 5 A 12 a

DISHONOR
Professor seeks
new knowledge

20 Point 7 A 14 a

URGES HERO
Bright child given
freedom at outings

10 Point 18 A 43 a

ACTORS CONVENE
Perhaps the most original of living comedians is funnier with his atrocious quips than others are with better stories

18 Point 8 A 19 a

NUMBER
Checking list
located many

8 Point 19 A 46 a

PECULIAR STRUCTURES
Numerous builders attend the illustrated lecture on modern construction of dwellings and discuss other important ideas

14 Point 12 A 28 a

FOREIGNER
Salesmen quickly
made application

6 Point 21 A 68 a

INDESCRIBABLE EXPERIENCES
Many excursionists spend a delightful day amongst the wonders of nature. The views of the beautiful pasture lands and valleys from the towering mountain tops amazed youngsters from the big city. Children told of their eventful day to their many friends

12 Point 14 A 33 a

REIMBURSED
State officers journey
to military school for
daily review of army

"*The* SUREST *way* NOT *to* FAIL *is to determine to* SUCCEED"

NAPOLEON'S GENIUS APPLIED *to* ADVERTISING

WHETHER or not they do so consciously, the great manufacturers of this country generally employ sales tactics that bear a most striking likeness to the military method of Napoleon. They are always outflanking their competitors; skillfully taking them by surprise. This is particularly true during periods of business depression, when men of little courage think it untimely to advertise. It is also true to lesser degree during times of gre
men of no foresight imagi
is unnecessary. It is this bi
of his competitors that giv

*THAT is why so many manufa
greatest progress during the tim
easier to advance because the co
trade channels are not so crowd*

MANTING BROS
Typographers · Des
NORTH PHILLIP

CLELAND BORDER · CASLON SWASH CHARACTER

American Type Founders Company

IT IS almost impossible to do inferior printing with CASLON TYPES Use paper of good quality and the effect is admirable

Third Annual

EXHIBIT *of* ARTS

CAREFULLY SELECTED SUBJECTS OF THE MOST CHARACTERFUL WORK OF FRENCH INDUSTRIAL ARTS ARE BEING EXHIBITED

Week Commencing October 28th

JODAN GALLERIES

SINCE it is not feasible for all Americans to go to France, it is for France to take the initiative and come to the States. It is somewhat as if a bit of our country were suddenly transplanted to our friends on the other side of the water–the broad Atlantic. The original exhibit was inaugurated in Nice in the summer of last year with startling success. I can still visualize it as if it were yesterday, tastefully installed in a retired section on the Place des Victoires, in the Palais d'Argent, and now, as in the fairy tales of our childhood, I find it once more luxuriously exhibited in the heart of the greatest business section of this country

CLELAND BORDER · ANTIQUE ORNAMENT

Typographic Borders

FIVE out of eight advertisements noted on a daily newspaper page were composed with Typographic Borders. Other pages in the same newspaper disclosed the fact that more than half of the advertisements were designed to include a border of one kind or another.

Typographic Borders have acquired a standing in popular favor, acquired it because they serve a very useful purpose—for a border properly applied to a specific advertisement distinguishes it from a page full of varied pieces of copy or, as the saying goes, makes it "stand out."

Sometimes, when several such advertisements surround one lacking a border the same result is gained. The advertisement so surrounded stands out too, not because it has no border, but simply by virtue of the adjacent designs that close it in.

What better proof is wanted of the desirability of borders in intelligent newspaper advertising? If *parts of four different borders* surrounding an advertisement serve to set it off, how much better service a complete border of its own would give.

In this catalogue there are shown many new and distinctive borders which will be found very appropriate for newspaper and magazine advertisements, as well as for commercial printing.

American Type Founders Company

EVERYTHING FOR THE PRINTER

Set in Caslon No. 540 *and Italic* with Caslon Swash Characters Cleland Borders

CASLON TYPES

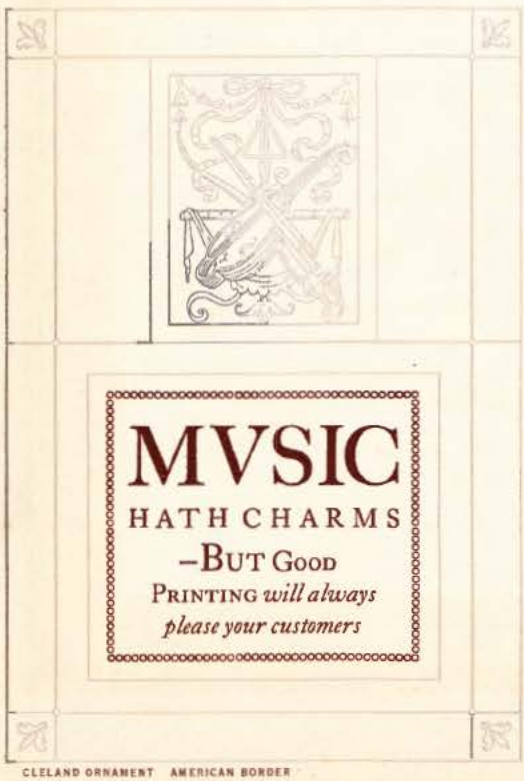
THE CASLONS IN THIS CATALOGUE ARE WORTHY OF THE VERY CLOSEST STUDY · EACH SERIES HAS ITS OWN DISTINCT APPEAL

THE opinion of many printers is that one never makes a mistake by composing the job in *Caslon*. *Caslon* TYPE FACES are liked by everyone. They are easy to handle. However, the name *Caslon* has a wide range and the printer should study this catalogue to determine which series of this famous family will best satisfy his requirements

*I*F you have not a good assortment of CASLONS, your composing room is incomplete

AMERICAN TYPE

JAQUISH ORNAMENTS VANITY INITIAL



CLELAND ORNAMENT AMERICAN BORDER

Albion Text
Wove

AN EXCELLENT PAPER FOR HIGH-GRADE PRINTING

Made in White and India
25x38—60 and 80 lbs.

MODERN FLOURISHES

YOU will find many new ideas and new materials in this catalogue with which to improve your printing. The type designs in this book include a large number of new and desirable faces

WE wish to invite your especial attention to the many new and beautiful typographic ornaments and borders shown for the first time in the display pages of this book

MAKE this a book of real value. A study of its pages now and then will help you to impart the touch of excellence to your work

VANITY INITIALS

COMPOSING ROOMS ARE SELDOM OVER EQUIPPED

GIVE YOUR COMPOSITORS PLENTY OF GOOD MATERIAL WITH WHICH TO WORK AND YOU WILL BE HIGHLY GRATIFIED WITH RESULTS

OLD ENGLISH BORDER AMERICAN BORDER

DEPENDABLE MERCHANDISING SERVICE

The MERCHANDISING SERVICE of the AMERICAN TYPE FOUNDERS COMPANY has the habit of following things through, which makes it indispensable to printers or publishers seeking best results. The best of everything for the printer includes the best of service

Conveniently Located Selling Houses and Selling Agents

AMERICAN TYPE FOUNDERS COMPANY

CHAUCER BORDER AMERICAN BORDER

VOCATIONAL CAMEO

This insert is printed on Albion Text Wove
Basis 25x38—80 lbs.
Made by AMERICAN WRITING PAPER CO., Holyoke, Mass.



THE CASLON FAMILY

AMERICAN printers during recent years have used many admirable type designs, but none of them seems likely to displace the Caslon Family's popularity. Printers and users of printing, influenced by the great natural law, abhor everything which tends toward monotony; and many excellent types, their novelty and freshness a thing of the past, have vanished into a harmless and inconsequent oblivion

THE Caslon Family, however, seems destined to be the one exception to the above rule. The stream of time, which wears away so many worthy type designs, passes over the superb Caslon style without diminishing either its beauty or its utility. "*Set it in Caslon*" is to-day the slogan of many printers whose customers require typographic beauty and freshness, and with a minimum expenditure of time

The Typographic Library was established in 1908



American Type Founders Company

JERSEY CITY, NEW JERSEY

AN INVITATION

is most cordially extended to printers and all other persons interested to visit the Typographic Library & Museum, which was established to perpetuate and honor the memories and achievements of all those who, in any period and in all countries, have advanced the typographic arts.

The Library contains more than twelve thousand volumes relating exclusively to printing and its allied arts and is open to visitors during business hours. The collecting and preserving of memorabilia of printing and of printers of all nations is a duty assumed by this Library.

LIBRARY HOURS

Week Days: 9.00 A.M. to 5.00 P.M.
Saturdays: 9.00 A.M. to 12.00 M.

TEXT BOOKS *of* PRINTING *in all* LANGUAGES

VANITY INITIALS ANTIQUE ORNAMENT



TYPOGRAPHIC LIBRARY & MUSEUM

300 COMMUNIPAW AVENUE
JERSEY CITY, N. J.
U. S. A.

VANITY INITIAL OLD ENGLISH BORDER

PRINCIPAL SECTIONS

Specimens of types used in all countries, from the invention of typography to the present time

Histories of printing and publishing

Biographies of famous printers

Books printed by famous printers of all periods in all countries

Books of historic interest to printers

Early printed books, newspapers and magazines

Books relating to engraving in wood, with examples of the famous engravers

Books relating to process engraving, with examples of the superseded processes

Portraits and autograph letters of famous printers and type founders

Busts and statues of celebrated typographers

Ancient appliances and apparatus of printing

Medals relating to typography

Curiosities of typography

Books relating to journalism, editors and journalists

Books relating to paper making

Specimens of commercial printing of all periods

Collection of trade papers relating to printing, American and foreign, from the earliest to the present time

Publications of printers' societies of all kinds

Textbooks of printing in all languages

American Type Founders Company

VANITY INITIALS MODERN DASH

American Caslon

48 Point 4 A 7 a

HERB
Spright
Double

42 Point 4 A 8 a

MINER
Rejected
Soundful

36 Point 5 A 9 a

BREACH
Equestrian
Hyperbole

30 Point 6 A 11 a

INSECURE
Spanish boats
brought good
news for man

24 Point 8 A 14 a

REMARKS
Expect more
big buildings
near city line

18 Point 11 A 21 a

ENCOURAGE
Recently erected
homes sought by
cautious persons

14 Point 14 A 27 a

FINE EXHIBITS
Beautiful art display
containing excellent
sketches donated by
famous connoisseur

12 Point 17 A 32 a

PROSPECTING
Engineers sought guide for gigantic mining projects in unexplored forest

10 Point 22 A 44 a

PUBLIC MEETINGS
Several prominent men request much publicity shall be given articles of the highest importance

8 Point 24 A 47 a

TRIBUTE CONSIDERED
Printing, born at the dawn of the Renaissance, turned the darkness of the Middle Ages to light and helped mankind toward its promised destiny

6 Point 27 A 54 a

MAGNIFICENT SELECTION
Noted workers received honorary degrees from many universities in acknowledgment of earnest efforts for the cause of popular education and in the advancement of science

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
ff fi fl ffi ffl ct st . , - ' : ; ! ?

Characters ff fi fl ffi ffl are furnished only with 6, 8, 10, 12, 14, 18 and 24 Point sizes. Kerned and unkerned characters, as shown, furnished with 30, 36, 42 and 48 Point sizes

12 Point 23 A 46 a

ENLIGHTENED
Hackneyed phrases and expressions are rarely permitted by leading newspapers

10 Point 30 A 58 a

REVIEW ELECTIONS
Several candidates speak at political meetings held under authority from the state campaign managers

8 Point 35 A 70 a

DESCRIBES MONUMENT
Patriotic societies and marine organizations participated in a pageant showing important doings in recent naval history and colonial settlement period

6 Point 38 A 75 a

MAGNIFICENT PROMENADES
Leading municipal engineer planning improvements for progressive seaport which will revolutionize conditions in that city. Changes to be made in both transportation and marketing systems

24 Point 10 A 18 a

KINGDOMS
Carpet display awarded prize at State exhibit

18 Point 14 A 29 a

DISTINGUISH
Suburban festival greatly enjoyed by seashore residents

14 Point 19 A 38 a

HEROIC LEGION
Nine sportsmen leave town for the watering places and mountains of the eastern country

48 Point 5 A 10 a

BINDS
Eclipsed
Healthy

42 Point 6 A 12 a

NOTICE
Sycophant
Reflexible

36 Point 6 A 12 a

DEIFORM
Interpolated
Magnificent

30 Point 8 A 14 a

FURLOUGH
Uniform gauge plans settled by railroad action

Characters in Complete Font

A A B B C C D D E E
F G G H I J K L L M
M N N O P P Q R R
S T U V V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v v w w
x y z ff fi fl ffi ffl Qu ct st
. , - ' ' : ; ! ?

Presenting American Caslon and *American Caslon Italic*, a combination that will insure

Effective Composition

ADVERTISING JOB WORK

better type
better paper
better printing
better prices

AMERICAN Caslon and *American Caslon Italic* are recent additions to the admirable Caslon Family of type faces made by the American Type Founders Company, and will prove to be ad w those nice wo vention impress present

OLD ENGLISH BORDER
AMERICAN BORDER

JAQUISH ORNAMENT
MODERN BRACKET

American Type is the Best in Any Case

American Cut-Cost Equipments Increase Profits

MODERN DASH

Judge us by the QUALITY and VERSATILITY of our Thought

Everything else in Advertising largely depends on the technical skill of printers

We will gladly explain our tested method without any obligation

GROSE & COMPANY
Advertising Service
DARTFORD, MICHIGAN

BROCHURE BORDER

MODERN BRACKETS

DURING JUNE, JULY & AUGUST

We CLOSE *on Saturdays* AT NOON

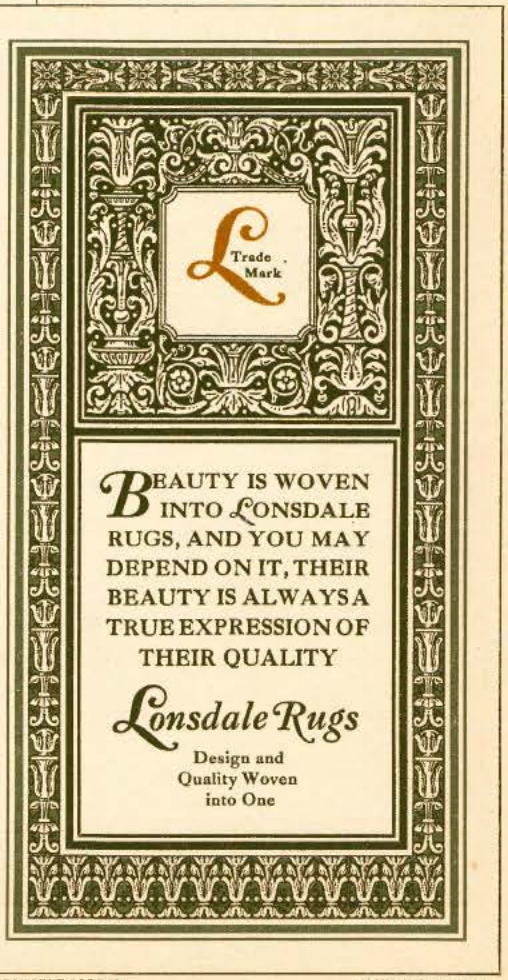
PARAMOUNT BORDER JAQUISH ORNAMENTS

Type

GOOD judgment used in the arrangement of types is one of the best aids to selling by use of the printed word. The compositor should not only be dexterous or concerned with typographic forms for the sake of beauty, but must know how to compose a job that not only looks well but gives to the whole product a new impetus, a kind of final thrust, if it is to be effective in giving to printed advertising matter its full power

Northern Press
Palisade, Minnesota

PARAGRAPH TERMINAL



PARAMOUNT BORDER JAQUISH ORNAMENT

CASLON TYPES CREATE AN ATMOSPHERE OF QUALITY

JUST as the beauty of a military parade consists not in the vast numbers but in the symmetry of formation, so it is with the presentation of facts through proper typographic arrangement. It is through the medium of type that our thoughts are imparted to others, the picture presented to the eye creating a lasting or a fleeting impression accordingly as it is presented vividly or indistinctly. A jumble of badly arranged matter means little to the eye, and seldom secures more than a cursory glance. So, the type that does more than its share of the work is kept busy. Here is where the Caslons excel; it is difficult to arrange a piece of printing in these types that does not contain at least the elements of beauty. Used intelligently, the Caslons will bridge the interval that separates the commonplace from the best

SPARTAN BORDER ROSA BORDER

ADVERTISING
is the SUNLIGHT
of BUSINESS

To all that is healthy and vital in business, it means increased strength and growth; but advertising is a fierce heat which withers and consumes that which is unsound ❦ ❦ ❦ ❦ ❦ A business which is not a good business should not be advertised. A business which would not benefit from widespread appreciation of its ideals had better acquire a new set of ideals

THE AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

AN EFFECTIVE PAGE SET IN AMERICAN CASLON AND ITALIC. THE SPARTAN BORDER ENCLOSING THE TYPE MATTER HELPS TO GIVE IT AN INTERESTING ASPECT

SPARTAN BORDER ROSA BORDER

Modern Typographical Design

The American Type Founders Company particularly desires to call the attention of printers to the American Caslon series, a type style of distinctive merit. This beautiful face is especially adapted for use on work which requires strong, clean-cut type

GOOD typography is the selection of type faces which are feelingly expressive of both caption and copy; the choice of borders in which lurk a seemly motive and a silent meaning; ornaments, if necessary, which fit the theme just as felicitously as a scrolled scabbard fits its bright blade; and the intelligent distribution of white space

AMERICAN TYPE FOUNDERS COMPANY

JACQUISH BRASS RULE ORNAMENTS MODERN BRACKETS

J. B. MEAD COMPANY

Pioneers in the Development of

EQUIPMENT AND ACCESSORIES **Radio** LATEST OUTFITS INSTALLED

Demonstrations and Instruction Given

Bradhurst Building · Amsterdam Avenue

New York

PRINTERS who keep pace with the advance in typographic design are assured of increased prosperity. This catalogue will be found a mine of information for progressive printers

This insert is printed on INDIA ALBION TEXT WOVE. Basis 25x38—80 lbs.
Made by the AMERICAN WRITING PAPER CO., Holyoke, Mass.

A Proclamation

ISSUED BY THE DESCENDANTS OF THE
AMERICAN PATRIOTS TO THOSE WISHING TO OBSERVE
INDEPENDENCE DAY PROPERLY

KNOW ALL MEN, *That* WE DEPLORE *the decadence of the good, old-fashioned celebration of the Fourth of July, with its reading of the Declaration of Independence; its patriotic music and inspiring addresses, animated with the true spirit of the day; American, just as they should be, in every single syllable, but having a new trend in celebrating thi wherever men duties, and the citizenship for by devotion an*

JAQUISH ORNAMENT VOCATIONAL ORNAMENT VANITY INITIAL

THERE are but two kinds of people in this world

THOSE WHO STRIVE
FOR WHAT THEY CAN GET
OUT OF IT
AND THOSE WHO
ALWAYS STRIVE TO LEAVE
SOMETHING IN IT

THE LATTER HAVE
THE BETTER CHANCE FOR
SUCCESS

BROCHURE BORDER VANITY INITIAL

American Type Designs

because of their exceptional merit, are invariably the choice of the country's foremost printers

Caslon Lightface

72 Point 3 A 4 a

Hob

60 Point 3 A 4 a

Exist

48 Point 3 A 5 a

Dingle

42 Point 3 A 7 a

Beyond

36 Point 3 A 7 a

FIGURE
Chaplain

30 Point 5 A 9 a

EGOTISM
Rectangles

24 Point 6 A 11 a

HUMORING
Directs Game

18 Point 9 A 20 a

DECORUM
Huge crowd
obeyed rules

14 Point 12 A 24 a

NUMBERING
Urge author to
clearly explain
his recent book

12 Point 16 A 32 a

BRIGHT PUPILS
Eminent professor
pays liberal tribute
to industrious boy

10 Point 18 A 35 a

MORE EXPORTS
Progressive banker urged merchants to increase sales force

8 Point 22 A 42 a

COSTUME ADMIRED
Many original creations received much praise at annual masquerade ball

6 Point 23 A 46 a

REACH HIGH ALTITUDE
Daring aviator and mechanic thrill interested spectators by performing dangerous stunts

5 Point 22 A 43 a

UNIQUE DESIGNS BEING USED
Experienced merchants show great personal appreciation of beauty and rare charm of fine antique furniture

9 and 54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
ct st . , - ' : ; ! ?

Two-thirds Set $1234567890 Figures

Both en set and two-thirds set figures are made up to and including 14 Point; above 14 Point the wide figures only are made and each size is made uniform set. Up to 14 Point inclusive, regular job and weight fonts contain en set figures only; above 14 Point, fonts contain the wide uniform set figures. Both kinds are furnished separately in 5-pound fonts

Caslon Lightface Italic

10 Point 17 A 36 a

MODERN TRUTH
Ideals of man may always be in dispute but the wages of sin are set at a standard

8 Point 22 A 44 a

MUCH BENEFIT LOST
There are a million useful ideas within the minds of worthy citizens which will never be known because of lack of promotion capital with invention protection

6 Point 25 A 52 a

ENSURING GOOD SPIRITS
A friend in need may be useful at times but often may have method in his acts of kindness. The man who will lie and tell you that you are looking fine when you are low in health and spirit is a real friend

18 Point 9 A 18 a

PROGRAM
Dancing and variety show

14 Point 12 A 24 a

EUROPEANS
Several visitors leaving this port for oriental trip

12 Point 15 A 33 a

DISARMAMENT
Misty subjects much discussed by men of political aspirations

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g
h i j k l m n
o p q r s t u
v v w w x y z
. , - ' : ; ! ?

48 Point 3 A 6 a

MINE Height

42 Point 3 A 7 a

ROSES Nymph

36 Point 3 A 7 a

URBAN Spectacle

30 Point 5 A 9 a

FURNISH Generation with plenty

24 Point 5 A 11 a

DISPERSER Consequently makes friends

Caslon Lightface Condensed

72 Point 3 A 4 a

Bulk

60 Point 3 A 4 a

Right

48 Point 3 A 5 a

NICHE

Spatula

42 Point 4 A 7 a

HOUND

Equalize

36 Point 4 A 7 a

KINETIC

Migration

30 Point 5 A 11 a

PROBLEMS

Best Market

24 Point 7 A 13 a

MOISTURE

Boy brought urgent news

18 Point 11 A 22 a

SENDS CHECK

Generous judge makes donation

14 Point 16 A 32 a

MOVES BUILDING

Local official started elaborate project for better power service

12 Point 20 A 40 a

RECEIVED NOTICE

Energetic club official sent announcement of coming minstrel show

10 Point 22 A 42 a

NEWEST INVENTION

Clever mechanics design powerful motorboat and are awarded gold trophy

8 Point 26 A 50 a

BRINGS ENOUGH SAMPLES

Distinguished professors return with extraordinary collection of antiques of great scientific value

6 Point 28 A 58 a

FIRST PERFORMANCE ENJOYED

Prominent theatrical producer shows earnest enthusiasm over popularity of amateur comedy and expresses desire to make extensive tour with company

54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

Caslon Lightface Condensed

Let us help you in
the selection of furnishings
for your home



Everything to make
the bathroom cheerful and
comfortable

WE have a very complete line of Fixtures for your Bathroom; original and clever ideas in Medicine Closets, Looking Glasses, Towel Racks, Clocks, and numerous other useful articles that help to beautify the home

JAMES G. HARDING CO.

Monmouth Street at Straight Avenue, Duluth, Michigan

ROTERS ILLUSTRATOR VANITY INITIAL

REMOVAL NOTICE

We beg to announce the removal of our offices to more convenient quarters in the Monroe Building, 352 Germania Avenue, Stamford, New Hampshire, on August 25th

MINTER & JENKINS

Incorporated

INSURANCE

Insurance Placed with
Absolutely Reliable
Companies Only

AUTOMOBILE AND ACCIDENT INSURANCE A SPECIALTY

OLD ENGLISH BORDER VANITY INITIAL

Caslon Bold

96 Point 3 A 4 a

Irk

84 Point 3 A 4 a

Sail

72 Point 3 A 4 a

Belt

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
ct st . , - ' : ; ! ?

Two-third Set 1234567890

En Set 1234567890

Both en set and two-third set figures are made up to and including 12 Point; above 12 Point the wide figures only are made and each size is made uniform set. Up to 12 Point inclusive, regular job and weight fonts contain en set figures only; above 12 Point, all fonts contain the wide uniform set figures. Both kinds furnished separately in five-pound fonts.

9 and 54 Point carried in stock only at Foundry

60 Point 3 A 4 a

Maid

48 Point 3 A 5 a

North

42 Point 3 A 6 a

Knight

36 Point 3 A 6 a

Election

30 Point 4 A 9 a

GRIPS
Fragile

24 Point 5 A 11 a

DESIRE
Royalist

18 Point 8 A 17 a

INSURED
Perplexing

14 Point 12 A 23 a

QUESTIONS
Magnificence

12 Point 16 A 30 a

FINE SERMON
Energetic pastor
much stimulated

10 Point 16 A 32 a

HISTORIC SHIPS
Our representative
prevented disposal

8 Point 19 A 38 a

SHREWD MANAGER
Northeastern merchant
particular disciplinarian

6 Point 22 A 43 a

EASTERN RAIL SERVICE
Improvements contemplated
assure nice accommodations

5 Point 21 A 40 a

GRACEFUL DESERT GARDENS
Royal caravans reached wonderful
oasis before their meagre supplies
and water were entirely exhausted

Caslon Bold Italic

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v v w w x
y z rs . , - ' : ; ! ?

The following characters are furnished with all fonts from 5 Point to 24 Point inclusive

ff fi fl ffi ffl

9 and 54 Point carried in stock only at Foundry

10 Point 16 A 30 a

ECONOMIZING
Production outlay honestly curtailed before organizing

8 Point 18 A 36 a

CHOICE ORCHARD
Northwestern farmers predict enormous crop from monthly spraying

6 Point 21 A 40 a

MINIMIZE RESOURCES
Several housewives making organized plans to conserve by forming purchasing guild among chary acquaintances

5 Point 19 A 38 a

INTERIOR EFFECTS PLEASE
Bringing indoors a suggestion of gay formal gardens and sparkling water by sympathetic treatment of the innumerable colors assembled

18 Point 8 A 14 a

MASTER
Noted and thoughtful

14 Point 12 A 20 a

DECORATE
Gardener has special flower at convention

12 Point 15 A 28 a

ENTHUSIASM
Quiet performer modestly roused loftier sentiment

60 Point 3 A 4 a

Rink

48 Point 3 A 5 a

ICED
Styles

42 Point 3 A 5 a

MINE
Dorsal

36 Point 3 A 5 a

BRINK
Helping

30 Point 4 A 8 a

UPHOLD
Labyrinth

24 Point 5 A 9 a

NOMINAL
Regulations

Caslon Bold



JUST A LITTLE
REMINDER
THAT
I AM NOW
OPENING
A NEW SHOP
ON THE
BOULEVARD

LOUISA

ROTERS ILLUSTRATOR

Steel

TRAPS

designed and made by the Hays-Moran Steel and Iron Corporation are not only effective, but merciful. Animals trapped in the strong steel jaws, feel no pain because of a patented mechanical device. It will be on exhibition at our store this week

SPORT SHOP

THE
DIRECTIONS

TO obtain the most satisfaction with the Eagle Polishing Oil, you must be careful to prepare the wood surface that is to be polished by rubbing it thoroughly with a lintless rag. After all moisture is entirely eliminated, apply by brush, giving it one complete coat first, and allowing the oil to dry, then rubbing with a woolen cloth until a gloss appears

EAGLE
POLISHING
OIL

JAQUISH BRASS RULE ORNAMENT

Each Minute

1450 Revolutions

HOW do you think you would feel in a whirlwind ride at this rate? Yet you gain all the benefits of such speed without losing any comfort or suffering any ill effects during a trip in the new eight-passenger airplane

AERONAUTS

Caslon Bold *and Caslon Bold Italic*

IT IS ESSENTIAL
that the advertisement be easy to read; but the typography must have a striking force instantly recognizable by readers as a guarantee of value

DENBY & MORSE
TYPOGRAPHY FOR ADVERTISERS
321 Morton County Boulevard
NEW BAY CITY

JAQUISH ORNAMENTS

TYPE TALKS

Type foundry type, set by hand, will tell the story more beautifully than it may be told by any other method. The most discerning advertisers insist that their appeals be made with foundry-cast type

AMERICAN TYPE FOUNDERS COMPANY

JAQUISH BRASS RULE ORNAMENTS

Recut Caslon

84 Point 3 A 4 a

Safe

72 Point 3 A 4 a

King

60 Point 3 A 4 a

Brick

48 Point 4 A 6 a

Mystic

42 Point 4 A 7 a

PRICE
Bargain

36 Point 4 A 8 a

FINISH
Notables

30 Point 5 A 10 a

UNITE
Identical

24 Point 6 A 13 a

BROKER
Captivated

18 Point 10 A 18 a

MARITIME
Sailors report
calm weather

14 Point 13 A 27 a

EXPERIENCE
Journeymen give
entire satisfaction

12 Point 15 A 32 a

PRAISE SINGER
Delightful program pleases young folks who attend concert

10 Point 18 A 36 a

SENSIBLE ADVICE
College graduates hear final address regarding social and business life

8 Point 21 A 42 a

BUSINESS IMPROVING
Directors approve statement which shows stockholders the excellent financial condition now prevailing in local banks

6 Point 23 A 47 a

FINE HABITS CONTAGIOUS
Example has more followers than reason, and folks generally imitate what pleases them most. Habits of thought and action very often carry with them an incalculable influence

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

The following characters are furnished with all fonts from 6 Point to 18 Point inclusive

ff fi fl ffi ffl

SMALL CAPS from 6 to 18 Point are put up in separate fonts and furnished only when specially ordered

Recut Caslon Italic

10 Point 15 A 43 a

ENTERS HARBOR
Gigantic new steamship receives cordial welcome after completing maiden voyage very successfully and making speed record

8 Point 16 A 50 a

CHARMING PROGRAM
Nothing in modern music ever quite attains the natural grace in rhythm and melody found in the passionate love songs of the Latin races, now enriched and refined by centuries of romance and an inborn musical passion

6 Point 18 A 53 a

DELIGHTFUL MOUNTAIN
July vacations spent camping close to nature's heart will rejuvenate a sluggish mind and body. Come and feast your eyes on snow-clad peaks hanging in the sky and reflected in the crystal depths of sublime alpine lakes; admire the silver waterfalls and inhale the delightful pine odor

18 Point 8 A 21 a

SUBJECTS
Refreshments were provided during march

14 Point 11 A 30 a

PROSPERING
Industrial centers can optimistically anticipate colossal business activities

12 Point 13 A 36 a

NIGHTINGALES
A nocturnal songster whose florid whistling enhances the mystical twilight enchantment

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z . , - ' : ; ! ?

The following characters are furnished with all fonts from 6 Point to 18 Point inclusive

ff fi fl ffi ffl

48 Point 4 A 6 a

NICE Bridge

36 Point 4 A 9 a

MODES Highland sheepdogs

30 Point 4 A 12 a

DRENCH Imperialists believe radio use essential

24 Point 5 A 15 a

EMERGED Kindly person bequeaths bird study grounds

GENERAL approval quite often follows artistic leadership. The proof of this fact is the brilliant welcome that the PHONOLA has been given. It stands alone, the faultless phonograph. The great artists who produce records for the PHONOLA praise its beauty

The

Phonola

In the charming period styles and other popular models



John Borin Compar

1465 Kensington Boulevard

Los Angeles

TWENTIETH CENTURY ORNAMENT

Gardens

By EDGAR SELDON

THE pages that follow are mostly a condensed record for flower time, just a little garden wisdom which may help those people who give love-labor to green things growing, whose garden of pretty flowers is ever the heart's desire

Beyton Public Library

RHETORIC

AND

POETRY

An Instructive Series of Debates and Lectures conducted in the Interest of and for the Betterment of Speech

WINTER
COURSE

Under the direction of

The Beta Gamma Society

of EVERET COLLEGE

Two very
useful members
of the distinguished
Caslon Family



SUCCESS

consists not so much in

sitting up nights

AS BEING AWAKE

IN THE DAYTIME

Recut Caslon & *Italic*

A·T·F Co.

JAQUISH ORNAMENTS VOCATIONAL CAMEO

The CASLON Family

Recut Ca

Thirty-second Revised Edition

The STUDY *of* MODERN COLOR PRINTING

Compiled by
FRANK J. MORLEY

Illustrated with colored charts showing various effects and combinations

Published by
PIGMENT & BRONZE
PITTSBURGH, MASS.

BROCHURE BORDER

JAMES H. SMYTH

His Book

No._____

N E W · H A V E N

BROCHURE BORDER



AMERICAN PR
clean-cut, vigor
since printing be
than the ability to do t
limited class is the unq
American typography
been the principal fact
for the printer's produc
printing style proceeds
American typography
its present rank if the A
COMPANY had not furn
creating dominating ty
is our chief advertisem
printer's customer to bu
many other printers to

ANTIQUE ORNAMENT BROCHURE BORDER

The CASLON
the t



ING is unrivaled for its
style. The best printing
is done here; but better
exceptionally good for a
tioned *higher average* of
nprovement in style has
n *increasing* the demand
nd no one will deny that
inly from the types used.
uld never have reached
RICAN TYPE FOUNDERS
ed the basic element by
designs. Creative effort
A type which impels a
ıore printing also impels
that style to their outfits

VANITY INITIAL JAGUISH ORNAMENTAL BRACKETS

mily stands
f time

INTRODUCTORY

COLOR PRINTING: There are very few printers who do not occasionally turn out a piece of work that is not pleasing, simply because they have used a color of ink that is not in harmony with the tint of the paper. Every such job is a bad advertisement for the printer, just as certainly as an artistic piece of work is a good advertisement. Very often a printer can readily see that the effect is not pleasing, but he knows full well if much time is spent in experimenting the job will prove unprofitable, and so he lets it go. The sole purpose of this little book is to overcome this difficulty by enabling the printer to obtain pleasing results without the waste of time.

In planning this little book, the author first selected the different tints of paper, and then made a selection of the twelve original colors shown on page 6. From these twelve original colors were produced the twenty-four mixed colors shown on page 7. In each case the proportions of the colors used in the mixture are given below the color shown. In the selection of papers and inks the author was governed solely by a desire to obtain a variety of colors which would prove to be the most valuable

CHAPTER XVII

BROCHURE BORDER

SINCE its introduction, human nature has made great headway, and society experienced great changes; and in this advanced condition of the universe Christianity, instead of losing its application and importance, is found to be more and more congenial and adapted to man's nature and wants. Men have outgrown the other institutions of that period when Christianity first appeared, its philosophy and its policy, its modes of warfare, its private and its public economy; but Christianity has never shrunk

CASLON SWASH CHARACTERS

AMERICAN
TYPE FOUNDERS COMPANY'S

Typographic Library and Museum

was established
to perpetuate and honor
the memory
and achievements of
all those
who in any period and in
all countries have
advanced the
typographic arts

It is open to visitors during
business hours

MODERN FLOURISHES AND DASHES VANITY INITIALS

That is Beautiful Isn't it?

MANY times you have heard this remark from some individual as he gazed upon an unusual job of printing composed in some member of the Caslon Family of Types. It is a fundamental part of the human make-up to appreciate beauty

There is Beauty in the Caslons

THE BEAUTY OF
PURE DESIGN WILL ALWAYS
DEMAND UNQUALIFIED
RESPECT

AMERICAN BORDER

Interwoven Covers

ARTISTIC EFFECTS are easy to get with practical Interwoven Covers, because of their rich-toned colors and their clear printing qualities. For taking solid tints and clean impression these covers are in a class by themselves.

SIZES AND WEIGHTS:
Single thick 20x26—50 and 65
Single thick 23x33—73 and 95
Double thick 20x26—130
Double thick 23x33—190

FOUR FINISHES:
Antique, Crash, Ripple and Plate

EIGHT SHADES

This insert is printed on INTERWOVEN COVER, India tint. Made by the CHEMICAL PAPER MANUFACTURING CO., Holyoke, Mass.

AMERICAN

THIS NAME ALWAYS STANDS FOR THE FINEST IN PRINTING CRAFTMANSHIP. IT UPHOLDS ALL THE TRADITIONS OF THE PAST AND HELPS SOLVE THE PROBLEMS OF THE PRESENT

American Type Founders Company

TYPE STYLES

Mother Love

A MOTHER'S love is indeed the golden link binding youth to age; and he is still but a child, however time may have furrowed his cheek, or silvered his brow, who can happily recall, with a softened heart, the fond devotion or the kind and gentle chidings of the best friend God ever gives us

SELECTED

Art *is Crowned*



at the great Exhibition of paintings by student members in the Society of Free Arts



Week of April eighth. Ticket Three Dollars

CLOISTER ORNAMENTS

Heavy Caslon

84 Point 3 A 4 a

Bud

72 Point 3 A 4 a

Mail

60 Point 3 A 4 a

High

48 Point 3 A 5 a

Eaglet

42 Point 3 A 6 a

DONE

Regard

36 Point 4 A 6 a

BENCH

Intimate

30 Point 5 A 9 a

HUGE

Bridges

24 Point 6 A 10 a

RESIGN

Ensuring

18 Point 8 A 16 a

DETOURS

Progressive

14 Point 12 A 23 a

INSURANCE

Large concern insuring clerks

12 Point 14 A 29 a

ORGAN MUSIC

Selected overture loudly applauded by musical critics

10 Point 16 A 32 a

MODERN STORE

Latest improvement delighted ambitious grocery store clerks

8 Point 19 A 38 a

BANGOR SPORTSMEN

Endorse legislative action for restraining hunting of young moose and caribou

6 Point 20 A 40 a

UNIQUE MOTOR CRUISE

Ninety foot motor boat sailed on trip around globe. Several newspaper reporters to write articles on the journey which are to be forwarded monthly

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f f g h

i j k l m n o p q

r s t u v w x y z

. , - ’ : ; ! ?

The following characters are furnished with all fonts from 6 Point to 18 Point inclusive

ff fi fl ffi ffl

Some New Excursions

MANY new excursions to famous mountain resorts and popular beaches are planned for the coming season by this railroad. Inquiries regarding these special trips should be sent to our passenger agent, Ralph Myles

BUCKEYE RIVER RAILROAD

The Cleanest Railroad in the State

Quality

COSMETICS

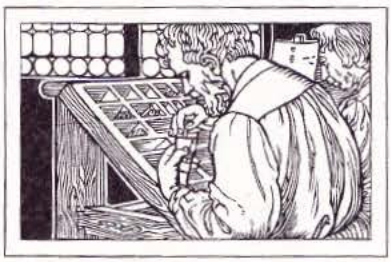
NO products are better known today in their field. Famous for the superior quality and soothing action on the skin, their fame is the more deserved, since it is nature we follow in making every one of our face creams

GET A TRIAL TUBE OF

JOHNSON'S COSMETICS

Thousands Use The
Why Not You

?



PAPER USERS

who are particular about all their stationery and printed matter should specify Hotel Bond on their next printing order. Any good printer can advise you of its proper use

PRINTERS

will find much of interest in a handsome booklet that we especially prepared for benefit. It shows every f our high-grade papers

RHUDE
PAPERS

TABLES
FOR
LADIES

CLOISTER ORNAMENT

ART ORNAMENT

Caslon Bold Condensed

120 Point 3 A 4 a

Belt

96 Point 3 A 4 a

Mash

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
ct st . , - ' : ; ! ?

54 Point carried in stock only at Foundry

84 Point 3 A 4 a

Hub

72 Point 3 A 4 a

Slick

60 Point 3 A 4 a

Boast

48 Point 3 A 6 a

Neutral

42 Point 4 A 7 a

Ductile

36 Point 4 A 7 a

HOMES
Existing

30 Point 6 A 10 a

BRANCH
Majestical

24 Point 7 A 15 a

KEROSENE
Useful Brush

18 Point 12 A 23 a

MAGNITUDE
Historic Chest

14 Point 15 A 30 a

NEIGHBORING
Perfect Harmony

12 Point 19 A 38 a

BANK DIRECTORS
Reluctant Depositor

10 Point 21 A 43 a

NEW METHODS USED
Publicity agent securing certain profitable results

8 Point 24 A 48 a

GEOGRAPHIC MAGAZINES
Distinguished explorers write mighty interesting description

6 Point 26 A 52 a

OBTAINED HANDSOME PICTURE
Fearless photographer displays great acrobatic skill in securing numerous views from position on high building

Extra Condensed Caslon

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

14 Point 21 A 40 a

CLEVER MUSICIANS
Fashionable audience enjoys chamber music

12 Point 25 A 50 a

ECONOMICS DISCUSSED
Busy university professor extemporaneously appeals for international harmony

10 Point 27 A 54 a

SUPERFINE FURNISHINGS
Millionaire bridegroom plans elaborate honeymoon cruise to semi-tropical wonderland

8 Point 34 A 65 a

NORTHERN MOUNTAIN FORESTER
Intrepid alpine climbers scale peaks generally considered unconquerable and complete meteorological survey

6 Point 35 A 70 a

FEATURING HIPPODROME ORCHESTRA
Atlantic seashore resort engages renowned metropolitan organization for entire season and announces pretentious musical festival

30 Point 7 A 14 a

NORTHERN
Unique ships leave harbor

24 Point 9 A 18 a

INSPIRATION
Russian dancer won reputation almost unaided

18 Point 14 A 28 a

DECEMBER TOUR
Prominent scientist visiting expositions frequently honored

72 Point 3 A 6 a

KINDS
Siphon

60 Point 4 A 7 a

DUNCE
Myriad

48 Point 5 A 9 a

HUNTED
Exquisite

36 Point 6 A 10 a

BROUGHAM
Nuptial party dine together

New Caslon

84 Point 3 A 4 a

Bail

72 Point 3 A 4 a

Sent

60 Point 3 A 4 a

Idyls

48 Point 3 A 6 a

Match

42 Point 4 A 6 a

HERB

Regard

36 Point 4 A 7 a

NURSE

Qualifies

30 Point 5 A 9 a

DRUM

Identify

24 Point 5 A 12 a

ROUND

Magnetic

18 Point 8 A 17 a

BURDENS

Depreciated

14 Point 12 A 24 a

HISTRIONIC

Exemplification

12 Point 15 A 30 a

PICTURESQUE

Beautiful waterfall pleased sojourners

10 Point 17 A 34 a

HUGE BUILDING

Springfield real estate brokers transact deals

8 Point 21 A 42 a

REVIEWED REGIMENT

French military commander inspecting northern garrison

6 Point 23 A 47 a

SPECIAL MOTION PICTURE

Leading Cleveland cinema theatres show brilliant collegiate production

5 Point 21 A 42 a

ORGANIZING MUSICAL SOCIETY

Prominent saxophone and clarinet soloist renders selection. Enthusiastic directors furnishing incentive for youthful violinist

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1
2 3 4 5 6 7 8 9 0
a b c d e f f g h i
j k l m n o p q
r s t u v w x y z
. , - ’ : ; ! ?

The following characters are furnished with all fonts from 5 Point to 18 Point inclusive

ff fi fl ffi ffl

FRACTIONS AND AUXILIARIES ARE MADE FOR NEW CASLON

New Caslon Italic

8 Point 17 A 51 a

SLUMBERING HAMLETS
Eventually time mellowed and increased beauty of countryside where courageous pioneers had maintained their modest homes notwithstanding dire privation

14 Point 11 A 30 a

MONOTONES
Sepia landscapes invariably create sound impression

48 Point 3 A 6 a

FINE
Bridge

6 Point 20 A 60 a

BEAUTIFUL DESERT GARDENS
Beneath the scorching desert sky grow many distinctively characteristic and unusual species of profusely blooming cacti that display marvelous adaption to environment and interest botanists because of their peculiar bristled and barbed construction and gay blossoms

12 Point 13 A 38 a

CONSTRUCTION
Officials will appoint special committees to furnish new building and arrange opening

42 Point 4 A 7 a

HOLD
Elegant

5 Point 17 A 52 a

UNOBTRUSIVE HOME FURNISHINGS
Craftsman furniture and home furnishings are suggestive of forest and woodland atmosphere and restful greens and woodsy browns become deservedly popular. Probably the reason some houses have been too elaborately ornamented is because variety and color are unconsciously sought and ultimately quickens the color spirit

10 Point 15 A 44 a

QUAINT CUSTOMS
Navajo Indians display unexpected cleverness in building houses weirdly symbolizing their myths

36 Point 4 A 9 a

MIRTH
Prepared

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl . , - ' : ; ! ?

30 Point 4 A 11 a

FORMED
Many Ride

24 Point 5 A 14 a

DOMESTIC
Elysian Plays

18 Point 8 A 22 a

NOURISHING
Rapid Motorboat

Mountains Are Moved

and little thought is given to it in these times of scientific achievement. Yet there remains practically untouched a great realm of research overflowing with untold wonders for the scientist and experimenter of coming generations

Those interested in this subject should write to

OREGON INSTITUTE OF SCIENCE

OVOLO BORDER

Save

Consistently

FOUR REASONS

1 No matter what you make today, and how healthy you are, there is no way of telling what urgent need may arise *Save!*

2 Let your savings earn for you. A dollar is a very efficient worker if rightly used and many provide independence *Save!*

3 A knowledge that you are thrifty and prudent insures employment and enables you to face senility without alarm *Save!*

4 The basis on which the world gets ahead and betters its condition in manifold ways is aptly expressed in one word *Save!*

We offer every facility expected of a banking and savings institution

SECURITY
TRUST COMPANY
NORTHAMPTON

Bedding

UNCOMFORTABLE or unreliable bedding often means a restless night. When it is considered that most of us spend about fifty hours in bed each week—or should do so if good health is desired—it does not require much reasoning to show the importance of having proper bedding. Our Eidersilk Mattresses will ensure restful slumber; the variety of covers available makes selection easy

Eidersilk

MATTRESSES

JOHN HUBER
State Distributor
NEWPORT, MISSOURI

JAQUISH BRASS RULE ORNAMENTS

Best Route *for* Scenery

Through trains
with every modern
convenience



Descriptive Folders and Further Information are obtainable at most ticket agencies

IDAHO & COAST

John Horton, General Passenger Agent

General Office: 22 Orchard Street

COEUR D'ALENE

VERSATILE ORNAMENT

PORTRAITS

BECAUSE many people fail to secure pictorial records of their youngsters they invariably are sorry in later years. No portrait is so completely satisfying as one made by a professional photographer. Nowadays successful portraits can be made in your home just as easily as in a studio and we are specialists in this work

Handsomely Illustrated
Brochure with prices is
mailed free if requested

EUGENE MOORE

SPECIALIST IN REALISTIC PORTRAITURE

CENTURY STUDIO, RIDGEFIELD

Complete Satisfaction Assured

DELLA ROBBIA BORDER

Successful Advertising

HUNDREDS of large national advertisers realize that the buying public must be induced to covet their products. It is apparent that neither curiosity, indifference or amazement will do this. Appreciation of the true merit of the wares is absolutely imperative

We Will Be Pleased to Analyze Your Problems

Edgar Northrup Advertising Corporation

Commonwealth Building, Broad Street, Worcester

CASLON SWASH CHARACTER

Caslon Adbold

PATENTED SEPT. 11, 1917

72 Point 3 A 4 a

Split

60 Point 3 A 5 a

Hoist

48 Point 3 A 6 a

BIRDS
Debate

42 Point 4 A 5 a

MINCE
Refresh

36 Point 4 A 7 a

INSPIRE
Bisection

30 Point 5 A 10 a

KINGDOM
Radiograph

24 Point 6 A 12 a

BENDER
Construct
Multiplier

18 Point 10 A 20 a

HUSBANDS
Children ran
several miles

14 Point 13 A 27 a

RENDEZVOUS
Noted exhibitor
expected larger
weekly receipts

12 Point 16 A 33 a

GUARDS RING
Jeweler prepares
smart exposition
in local academy

10 Point 18 A 37 a

MAJOR SAILING
Distinguished band
played national airs
as patriots cheered

8 Point 22 A 44 a

HONOR FOR PRODIGY
French violinist rendered
difficult selection during
intermission in playhouse

6 Point 24 A 48 a

PERFORMER DELIGHTED
Moving picture actor appears
in successful drama. Applause
brought forth the leading star

54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r s
t u v w x y z ct st
. , - ’ : ; ! ?

Caslon Adbold Extended

PATENTED MARCH 2, 1915

12 Point 13 A 26 a

RECOGNIZE
Name speaker for opening of lecture course

10 Point 15 A 30 a

CHIMES RING
Noted diplomat expresses much joy at reception

8 Point 18 A 34 a

EXPERT HUNTER
Relates exciting tale of laborious journey through desert lands

6 Point 20 A 40 a

MUSICIAN HONORED
Famous pianist modestly makes acknowledgment of great honor given him

24 Point 5 A 8 a

MINUS
Quench
Brigade

18 Point 8 A 14 a

EXTEND
Ingenious
clerk won

14 Point 10 A 21 a

SHOULDER
Give acrobat valuable dish for first prize

54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g
h i j k l m n
o p q r s t u
v w x y z ct st
. , - ' : ; ! ?

72 Point 3 A 4 a

Ink

60 Point 3 A 4 a

Sect

48 Point 3 A 4 a

NOD
Rival

42 Point 3 A 5 a

HUBS
Depth

36 Point 3 A 5 a

PRIDE
System

30 Point 4 A 6 a

MUNCH
Balanced

Caslon Adbold Extra Condensed

72 Point 3 A 4 a

Splash

60 Point 3 A 5 a

Neglect

48 Point 5 A 8 a

REQUIRE
Disturbed

42 Point 5 A 10 a

EMBARGO
Mysterious

36 Point 5 A 10 a

HOUSEMAID
Sample Rack

30 Point 8 A 14 a

FIND HUNTERS
Defective Model

24 Point 10 A 18 a

MAKE SAMPLE
Handsome clerk
desires vacation

18 Point 15 A 30 a

NUMBERING FORM
Directing merchants
who employed guide
sought inland village

14 Point 19 A 38 a

REMARKABLE HORSES
Clever equestrian giving
numerous performances
before starting for home

12 Point 25 A 50 a

PLEASING HANDIWORK
Recently completed scenic routes through mountains affording unusual pleasure

10 Point 27 A 54 a

HOLD CANINE EXHIBITION
Many distinguished fanciers of both sexes displaying unusual enthusiasm over kennel show

8 Point 32 A 65 a

MARKET REPORTS ENCOURAGING
Several business publications famed as practical informants express great hope for better commercial facilities

6 Point 36 A 73 a

FAVORED COMPREHENSIVE EDUCATION
Industry is mostly the foundation of every kind of education whether it means people with great riches or those most humble, for thereby lies the pathway to true happiness

54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z ct st . , - ' : ; ! ?

Caslon Bold Extended

12 Point 12 A 24 a

NEPHEWS
Grandparent
invented five
useful things

10 Point 14 A 28 a

RESTORING
Splendid hotels
where summer
pleasures reign

8 Point 16 A 32 a

EXHIBIT WEEK
Racing automobile
designs will display
new improvements

6 Point 18 A 35 a

MODERN CUSTOM
Unprecedented entries
indicate that universal
appreciation of athletic
games now established

24 Point 4 A 8 a

MODE
Directs
captain

18 Point 6 A 12 a

BRINGS
Explored
the silent
green isle

14 Point 10 A 19 a

NOTHING
June flower
garden very
much loved

54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ct st
. , - ' : ; ! ?

Characters ct st not made for 72 Point

72 Point 3 A 4 a

Hit

60 Point 3 A 4 a

Bud

48 Point 3 A 4 a

KEG
Style

42 Point 3 A 4 a

DISH
Inject

36 Point 3 A 5 a

HOPE
Rough

30 Point 4 A 6 a

MUSED
Chastise

Caslon Shaded

PATENTED APRIL 9, 1918 REGISTERED NO. 660,446

84 Point 3 A 4 a

Idyl

72 Point 3 A 5 a

Spot

60 Point 3 A 6 a

DIM

High

48 Point 4 A 8 a

KING

Ethics

42 Point 4 A 8 a

POEM

Noisily

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f f g h

i j k l m n o p

q r s t u v w x

y z . , - ' : ; ! ?

The following characters are furnished in 10, 12, 14 and 18 Point sizes only

ff fi fl ffi ffl

36 Point 5 A 8 a

MEN

Skirts

30 Point 6 A 11 a

BOND

Report

24 Point 7 A 13 a

DUNCE

Esquires

18 Point 11 A 20 a

SUBURBS

Generosity

14 Point 15 A 30 a

MUSTERED

Incomparable club luncheon

12 Point 17 A 34 a

RETIREMENT

Steamers proved quite convenient

10 Point 24 A 40 a

EMBROIDERIES

National musicians please big audience

Text set in Lining Caslon No. 540

Reginald Emerson Hackett

TYPOGRAPHIC Service of an unusual standard is my objective. Having been connected with the largest printing and advertising concerns in this country I am now prepared to serve you personally in all matters pertaining to printing and advertising

At home to all who would be interested in calling at
389 GRAPHIC BUILDING · RICHMOND

DESIGN · LAYOUT · ADVE

OLD ENGLISH BORDER VANITY INITIAL

Program

Montmarte Theatre

Brian Sheldon
Readings

Friday, October Ninth

AMERICAN BORDER ELZEVIR FLORET



Protection

IF you draw up a will you can state your own terms for the division of the estate you built up throughout your life. If you do not make a will you simply delegate the State with the final distribution of your properties.

We stand ready at all times
to aid you in these matters

Halcyon Banking Company

Northford, Illinois

ROTERS ILLUSTRATOR

Caslon Openface

48 Point 3 A 5 a

Halts

42 Point 3 A 5 a

Bridge

36 Point 3 A 5 a

Sophist

30 Point 5 A 8 a

Rejoined

24 Point 6 A 10 a

ENSIGN

Graduating

18 Point 9 A 18 a

BRIGHTER

Cheap Quality

14 Point 15 A 28 a

MERCHANTS

Stationery Bought

12 Point 15 A 30 a

NICE PRINTING

Delightfully Interesting

10 Point 18 A 36 a

REGAINS PRESTIGE

Official Actions Explained

8 Point 20 A 40 a

INSTRUCTIVE SERMON

Distinguished Audience Present

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o

p q r s t u v w x y z ff fl ffl

. , - ' : ; ! ?

Overhanging characters A V W Y furnished in all sizes of Caslon Openface and Caslon Openface Title

CASLON OPENFACE TITLE

42 Point No. 12 3 A

FIX

36 Point No. 11 4 A

BED

30 Point No. 10 4 A

GUN

24 Point No. 9 5 A

SOME

24 Point No. 8 7 A

HUNTS

18 Point No. 7 8 A

REMIND

18 Point No. 6 9 A

MIXTURE

12 Point No. 5 10 A

NOURISHES

12 Point No. 4 11 A

BEFRIENDING

12 Point No. 3 15 A

SUBURBAN ROAD

12 Point No. 2 16 A

REFINED NEIGHBOR

6 Point No. 1 17 A

MYSTERIOUS BUILDING

Characters in Complete Font

A B C D E

F G H I J K

L M N O P

Q R S T U

V W X Y Z

& $ 1 2 3 4

5 6 7 8 9 0

. , - ' : ; ! ?

THE BARINGER INSTITUTE ANNOUNCES A COURSE IN FINE PRINTING

AN advanced course in those elements of taste, tradition and technique which constitute the branch of typography and book production known as fine printing. Designed to give the student that special knowledge which will enable him, either as the craftsman or as employing printer, to maintain the very highest standards in the field occupied by master printers

CURRICULUM

Hand Composition
Machine Composition
Imposition and Lock-up
Proof Reading
Principles of Design
Lettering and Layout
Platen Presswork
Cylinder Presswork
Pamphlet Binding
Office Organization
Salesmanship
Cost Accounting
Estimating
Advertising Practice

Letter of inquiry should be addressed to the Registrar of the Baringer Institute, Sheridan Street, Jamestown, Michigan

SET IN CASLON OPENFACE ROSA BORDER MODERN DASH

Caslon Openface

You may buy Printing

for less than SMITH QUALITY sells for, but you cannot get greater value than we offer, no matter what price you pay. That's why our printing always costs less in the long run

Estimates Furnished on Request

MITH & SON

LAND, OHIO

ROSA BORDER MODERN DASH

Announcement

WE BELIEVE we are giving service in a manner that makes it easy for you to do business with us. We are sending under separate cover a souvenir with a view toward the developing of our existing business relations and making new friendships.

SPOTTSWOOD REAL ESTATE COMPANY, Inc.

EAST BIRMINGHAM · NEW HAMPSHIRE

Our organization enjoys the distinction of being one of the oldest establishments of its kind, and we number among our clients many prominent bankers and merchants. If you will call on us, matters will be so arranged that the resources of our organization will, we feel certain, appear to be working solely for your interests.

A Telephone Call Will Receive Immediate Attention

BROCHURE BORDER VANITY INITIAL MODERN BRACKETS

Printing

indifferently done usually advertises a concern as one of the kind which does not consider the importance of the quality of its products

Have SMITH & SON place your printing on the same high standard as your goods

SMITH & SON

Estimates Furnished on Request

Cleveland, Ohio

VANITY INITIAL MODERN DASH

AMERICAN TYPE FOUNDERS COMPANY

Manufacturer and Distributor of Kelly Presses

The Machine that Revolutionized the Job Press Room

FOR SELLING PRICES AND TERMS APPLY TO
ANY OF OUR SELLING HOUSES

CLELAND BORDER MODERN DASH

WOOD AND STEEL

Furniture for Printers

INCLUDING A COMPLETE LINE OF

Cut-Cost Printing Office Equipments

Made by The Hamilton Manufacturing Company

CARRIED IN STOCK FOR PROMPT SERVICE

American Type Founders Company

MODERN FLOURISHES MODERN BRACKETS

BISCAY

VELLUM FINISH

BISCAY is a high-grade vellum wedding paper that is especially suitable for printing fine brochures, booklets, announcements, etc.

It is made in seven colors, including white, and carried in stock in one size and weight only: 21½x33—61 lbs.

Can also be made in 53 and 76 weights

Suggest BISCAY *to your customer when he wants something elegant in printing paper.*

ROSA BORDER MODERN FLOURISHES VANITY INITIALS

Catalogues Booklets and Folders

BIG business today is done in a big way and the quantity of printing being used by large corporations and manufacturers is tremendous. Orders received for simple folders, catalogues, booklets and other matter

Run into the thousands of dollars

ORDERS running all the way from fifteen to thirty thousand dollars are not by any means uncommon. Printing is now being sold in ton and carload quantities and the enterprise shown in this selling is as great as in any other line

Go after the profitable orders

ANNOUNCING A NEW IDEA IN TYPE COMPOSITION

AMERICAN TYPE FOUNDERS COMPANY

BROCHURE BORDER

This insert is printed on BISCAY WEDDING
Made by the AMERICAN WRITING PAPER CO., Holyoke, Mass.

Text set in Caslon Oldstyle Italic No. 471

Enfield Graphic Institute

Designing · Color Process · Lettering

1243 Manchester Building

Enfield, Idaho

Bracelets · Rings · Pendants
Chains · Brooches

WHEN in Rochester let us suggest that you visit our showrooms where we have on display a most varied selection of jewelry in many pleasing and novel designs. We will be very glad to show you our offerings

Any service to make your sojourn more pleasant will be rendered cheerfully

EDMOND HARRINGTON

SHEROD AND BERGEN STREETS

ROCHESTER

ROSA BORDER VANITY INITIAL

Condensed Caslon

96 Point 3 A 4 a

Hilt

84 Point 3 A 4 a

Kelp

72 Point 3 A 4 a

Befog

60 Point 3 A 4 a

Spiral

48 Point 3 A 6 a

Heights

42 Point 4 A 8 a

DESIGN
Majority

36 Point 4 A 8 a

KNOBS
Rapidly

30 Point 6 A 11 a

PONDER
Upholster

24 Point 7 A 15 a

SHIFTING
Monograph

18 Point 12 A 22 a

DENTIFRICE
Glycerine Soap

14 Point 15 A 30 a

SCOUT MASTER
Exhilarating hike quickens faculties

12 Point 19 A 38 a

BOROUGH NURSES
Municipality provided complete nursing data

10 Point 21 A 42 a

PROMISING SERVICE
Oriental cuisine popular with experienced tourist

8 Point 24 A 46 a

IMPROVING THEMSELVES
Instructors anticipate vacations abroad when steamship agency announces extraordinary terms

6 Point 26 A 52 a

EVENING DANCING FEATURED
Broadway restaurant features famed saxophone dance orchestra recently released from theatrical engagement

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f f g h
i j k l m n o p q
r s t u v w x y z
. , - ’ : ; ! ?

Condensed Caslon and New Caslon

Skelly & Moran Velour Hats

SOMETHING exceptional in this well-known make of hat. Highest quality and a large variety of styles to suit your individual fancy

Price $7.50

Our store will be kept open until nine o'clock every evening during this week

Klemhold Brothers

18-20 North Hastings Street

New Orleans

Printing

is the master key of our civilization, the means through which we have achieved art, education and industry. It is well worth the very highest efforts of its craftsmen

Model Print Shop

Louisville, Kentucky

HYLITE BORDER — TWENTIETH CENTURY ORNAMENT

RENOID TRUCKS

STRONG, well-made bodies and powerful engines, easy control and rigidly balanced chassis, are the reasons why you see Renoid Trucks on the important big jobs. Such strenuous work requires the highest efficiency and dependability in a truck

Absolute reliability is an essential requirement of the Renoid Motor Truck and is the natural result of quality in construction

The many satisfied users of Renoid Trucks prove the worth of these claims

There is a Renoid Service Station near you. Catalog M-52 is yours on request

MARTIN RENOID TRUCK COMPANY

NORTH KENDARE, MISSOURI

OLD ENGLISH BORDER

Century Oldstyle

72 Point 3 A 4 a

Mild

60 Point 3 A 5 a

Eight

48 Point 4 A 7 a

Rapids

42 Point 4 A 8 a

Injector

36 Point 5 A 8 a

HINDER
Distantly

30 Point 5 A 10 a

BRUSHED
Liquidation

24 Point 6 A 13 a

SOUVENIRS
Grandmother

18 Point 10 A 20 a

GUARDIANS
BOATS rushed
through canal

14 Point 14 A 26 a

EAGLE SAILED
OWNER left when
clearance arrived
from proper clerk

12 Point 17 A 32 a

ADMIRE NATURE
MANY famous artists
now colonizing along
historic river bottom

10 Point 17 A 35 a

WESTERN HOMES
TWELVE families left pretty eastern towns recently for Idaho to locate disputed lands

8 Point 21 A 42 a

ENCOURAGE SCHOLAR
SEVERAL thoughtful years of painstaking application generally produces versed minds. Ambitious student received free scholarships

6 Point 23 A 46 a

ORGANIZED NEW SOCIETY
STUDENTS aid community club organized recently by children in a university town. The main objects are to keep the campus clean and create better feeling

9 and 11 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ct st ff fi
fl ffi ffl . , - ’ : ; ! ?

Characters)] “ ” are furnished with all fonts from 6 to 18 Point inclusive

SMALL CAPS from 6 to 18 Point are put up in separate fonts and furnished only when specially ordered

Century Oldstyle Italic

10 Point 18 A 35 a

FRANK MOTIVES
Real sincerity, though not an invited guest, is free to all, and carries his welcome with him

8 Point 20 A 42 a

UNIVERSAL DECISION
Mental pleasures never cloy; unlike those of the body, they are approved of by reflection, increased by repetition, and made stronger by enjoyment

6 Point 23 A 45 a

HAS STRONG INFLUENCE
Beauty has been the torment and the delight of the world ever since it began. Philosophers knew of its power for they left sayings which show how great was its influence

18 Point 9 A 20 a

DEFORMED
Many persons attended show

14 Point 14 A 29 a

REVOLUTIONS
State officials and terminal engineer inspect new canal

12 Point 17 A 32 a

NOBLE BURGHER
Remarkable collection of foreign gems found hidden in old chateau

9 and 11 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ct st ff fi
fl ffi ffl . , - ' : ; ! ?

72 Point 3 A 4 a

Earl

60 Point 3 A 4 a

Sifter

48 Point 4 A 8 a

Behalf

42 Point 5 A 8 a

Rapidly

36 Point 5 A 8 a

MARCH
Heighten

30 Point 6 A 10 a

NUMBER
Knowledge

24 Point 6 A 12 a

UNWOUND
Queer Dialect

Century Oldstyle *and Italic*

BOOKS

ON NEARLY EVERY SUBJECT

NATURAL SCIENCE

PSYCHOLOGY

HISTORY

ARCHITECTURE

BIOGRAPHY

FICTION

JOHNSTONE'S

1253 SCHUBERT STREET

AMERICAN BORDER

MIDSUMMER PARADISES

Wonderful Natural Playgrounds described by a member of the Roamers Club

EVERY summer increasing numbers of vacationists respond to a compelling desire to visit the realm of unexcelled mountains and exquisite lakes. Our splendid national parks are now available as holiday playgrounds where all may enjoy the delightful charms that nature has provided. With a ing beautiful flowers and its g sunny days, June ushers in our radiant vacation months

[3]

RENAISSANCE ORNAMENT VERSATILE INITIAL

Creating Higher Business Ideals

Address by Jerome Hunterly before the City Club

"To business that we love, we rise betimes and go to it with delight."
Shakespeare

Published on behalf of the
Business Men's Council
Dayton, Kentucky

Norfolk Musical Association

Evening Concert

ARTISTS
DOROTHY BEARD, *Soprano*
FRANK GIBSON, *Tenor*
JOHN READ, *Violin*

Harmonic Auditorium
Friday, December 27th

RUBENS PIANO

AMERICAN BORDER VERSATILE ORNAMENT

The Euterpe Conservatory of Music

FRANCIS KEMPTON, *Director*

COURSES are arranged into three sections, Interpretive, Vocal and Instrumental. An unexcelled faculty of noted musicians insures high grade instruction



43 Michigan Avenue, Detroit

VOCATIONAL CAMÉO



Care and Feeding of the Infant

SUGGESTIONS FOR THE USE OF HENKEL PURE FOOD PRODUCTS ADAPTED FOR THE LITTLE ONE

NATURE intended children to live, but the survival is not the only thing to consider. To thrive properly and to grow into perfect robust and healthy maturity an infant must have proper foods, suitable clothing and receive proper care, which includes keeping the infant as perfectly sweet, wholesome and clean as possible. It needs air as well as the warm sunshine in abundance and should not

CLOISTER ORNAMENT

New Light on the Lamp Subject

HOME OF DISTINCTIVE LAMPS is the name by which this establishment is known to many thousands, and here will be found a wonderful selection of unusual designs of oriental and occidental motif. If you wish a lamp for the library, music or drawing room, you can be served here at a price that will shed pleasing light on the lamp subject

When you build that cozy home let us plan your light effect

KLEMSCOTT & BERNSTINE

635 KENTON STREET, BOSTON · 1749 MYRTLE AVENUE, HARTFORD

Piano and Table Lamps, Chandeliers
Oriental Wares of Every Description



Tapestry, Urns, Fireplace Ornaments
Porch Lamps, Candlesticks, Lanterns

CENTURY BORDER · VERSATILE ORNAMENT

Century Oldstyle Bold

120 Point 3 A 4 a

Bid

96 Point 3 A 4 a

Sale

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

9 and 54 Point carried in stock only at Foundry

84 Point 3 A 4 a

Rig

72 Point 3 A 4 a

Elm

60 Point 3 A 4 a

High

48 Point 4 A 6 a

Noted

42 Point 4 A 7 a

Eight

36 Point 4 A 7 a

Spoke

30 Point 5 A 9 a

MOIRE
Bridget

24 Point 6 A 12 a

DEPEND
Imported

18 Point 9 A 18 a

REBUILDS
Omniscient

14 Point 12 A 24 a

HELIOTROPE
Plants Flowers

12 Point 14 A 29 a

NOURISHMENT
Settlement house has feast for kids

10 Point 16 A 32 a

HIGH MOUNTAIN
Climbing the rocky roads gives delight

8 Point 19 A 38 a

GOVERNMENT BONDS
Exceptional opportunity for investment purposes

6 Point 21 A 42 a

BITUMINOUS COAL FIELD
Underground passages make visiting extremely hazardous

5 Point 20 A 40 a

BREAKS RECORD IN AVIATION
Experience gained while in France helps aviator wonderfully making record flights in the United States

Century Oldstyle Bold Italic

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ' : ; ! ?

9 and 54 Point carried in stock only at Foundry

72 Point 3 A 4 a

Hist

60 Point 3 A 4 a

RED Style

48 Point 3 A 6 a

MINE Joyful

42 Point 3 A 6 a

BIRDS Insight

36 Point 4 A 7 a

CHARM Nuptials

12 Point 15 A 28 a

COMPOSITION American types for nice display

10 Point 16 A 30 a

BUYS COTTAGE Millionaire sailor to live at seashore

8 Point 19 A 38 a

PRINTING ECONOMY Cases stocked with our modern types and rules eliminate waste of time

6 Point 21 A 42 a

MOST PRINTERS KNOW Type is the greatest factor in any print shop, and the strongest power of growth

5 Point 19 A 38 a

NOTED ACTOR WILL RETURN Leading musical comedy singer has cancelled several contracts abroad to return here next year

30 Point 5 A 8 a

FORM Equals

24 Point 6 A 10 a

RANCH Infringe

18 Point 9 A 16 a

MEMBER Qualifying

14 Point 12 A 23 a

PRACTICAL New inventor to show plans

Burlington Cravats

SMARTNESS is the keynote of Burlington Neckwear, combined with a suggestion of refinement that reflects a man's good taste. Fashioned by experts from the choicest goods, our creations are the last word in neckwear. Made in a variety of shapes and an extraordinary range of hues

At Haberdashery Shops

ANDERSON & BROWN
Makers of Neckwear Exclusively
NEWBURGH-ON-THE-HUDSON

Sterling
Watches for Men

Dost thou love life; then do not squander time, for that is the stuff life is made of
Benjamin Franklin

The value of time has never been so momentous as in this eventful age. Now indeed must our timepieces be dependable. Each Sterling watch is guaranteed and it will pass even the rigid railroad test

Made in a variety of styles and sizes by true craftsmen

MERTON COMPANY
Watchmakers Extraordinary
EAST WEYMOUTH, CONNECTICUT

VOCATIONAL CAMEO

BROCHURE BORDER

THE NEWPORT QUALITY SHOE

Superfine Footwear That Insures a Maximum of Real Comfort

Annual Display of New Spring Styles

BRIDE SHOE COMPANY
NEW YORK CINCINNATI CHICAGO

BROCHURE BORDER

Century Oldstyle Bold *and Italic*



Old Englerfield Bond

THE PAPER THAT SUGGESTS DIGNITY

NOTHING will give you a better standing with your unseen correspondent than the quality of your stationery. People who know are using Old Englerfield Bond and you, too, will like its clean velvety surface

Made in White and Seven Select Colors

RICHMOND STATIONERY COMPANY

Burlington Heights, North Carolina

ROTERS ILLUSTRATOR

IF one job you do is better than another one, it only proves that the next one can be better yet. It will add zest to your life if you believe that about your present task

Everything in Printing
from card to catalogue

Hamlin & Berkley
Montrose, Ohio

ROSA BORDER

Century Oldstyle Bold Condensed

PATENTED APRIL 9, 1918

120 Point 3 A 4 a

Set

96 Point 3 A 4 a

Mid

72 Point 3 A 4 a

Idyls

60 Point 3 A 4 a

Neigh

48 Point 4 A 5 a

Baptize

36 Point 4 A 7 a

HERDING
Emotional

30 Point 6 A 11 a

RECORDS
Continued

24 Point 7 A 14 a

GOVERNOR
Quiets Ruler

18 Point 11 A 22 a

HUGE BRIDGE
Delightful Seine

14 Point 16 A 30 a

FINE ORCHESTRA
Enthusiastic mayor
makes contribution

12 Point 18 A 36 a

GIVE PRODUCTION
Management pleased
that community play
received nice honors

10 Point 20 A 41 a

RECENT INVENTIONS
Considerate speculator
explains latest machine
to ambitious graduates

8 Point 24 A 49 a

HUSBANDMEN RETURNING
Wonderfully entrancing views
minutely described by several
who recently visited Southeast

6 Point 26 A 52 a

OBTAIN DESIRED RECOGNITION
Officer recently praised concerning
marvelous alertness maintained by
society during season. Recognized
as banner organization in country
when the officials completed labors

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , - ’ : ; ! ?

SEGWICK TOOLS

Recognized as the highest standard of quality by leading mechanics

This catalogue contains all detailed information and prices on our metal and woodworking tools. Cancel all catalogues or lists now on file

Manufactured and sold by

SEGWICK & HORN
Sacramento

ROSA BORDER

Power

From that obscure distant day when nearly all energy sprang from the vast mute drudgery of many human muscles, straining in concert, down to our own day of mechanical marvels, the production of great Power has moved ever onward to new and lofty attainments

Buirn Power Motors are the last stage in this refinement of Power

George Buirn Corporation
Evanston, Minnesota

BUIRN MOTORS

The Golden Cruise

By RICHARD HARRINGTON

Many interesting stories have been written by this brilliant American author, but few possess that roving adventurous atmosphere or picture so vividly to the readers the various characters and their experiences as does this masterpiece

Fifth Edition Just Off the Press; More than Forty Thousand Sold



De Luxe Edition

Printed on the very best antique paper and bound in cloth with eight colored illustrations

Price $2.50
Postage Ten Cents Extra

MASTERSON PUBLISHING COMPANY
254 GOLDEN GATE AVENUE SAN FRANCISCO, CALIFORNIA

ROTERS ILLUSTRATOR

Century Schoolbook

48 Point 5 A 8 a

Belfry

36 Point 5 A 10 a

Mystical

30 Point 6 A 12 a

Entangled

24 Point 8 A 14 a

HOMESICK
Daily Report

18 Point 11 A 22 a

RENDEZVOUS
SCOTCH Brigade

14 Point 16 A 32 a

NAUTICAL WORD
UNIQUE Description

12 Point 20 A 40 a

PROMISING OFFICER
QUICK Decisions Sought

10 Point 22 A 44 a

BAROMETRIC CHANGES
ENJOYED Steamboat Outing

8 Point 26 A 50 a

FINISH SUSPENSION BRIDGE
HISTORICAL treasures are given to scientific museum by connoisseur

6 Point 28 A 55 a

MARINE CELEBRATION POSTPONED
DISTINGUISHED visitors pouring into town from everywhere for manufacturing show

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z ff fi
fl ffi ffl . , - ' : ; ! ?

SMALL CAPS from 6 to 18 Point are put up separately and furnished only when specially ordered

9 Point Century Schoolbook *and Italic* carried in stock only at Foundry

Century Schoolbook Italic

48 Point 5 A 8 a

Sight

36 Point 6 A 10 a

Dutiful

30 Point 6 A 12 a

Expedite

24 Point 8 A 14 a

Highlands

18 Point 11 A 22 a

Next Meeting

14 Point 16 A 32 a

REPRODUCED
Banking Capital

12 Point 20 A 38 a

KIND MONARCH
Quarterly Shipment

10 Point 21 A 43 a

NEW SELECTION
Interesting Example

8 Point 25 A 50 a

PENURIOUS OWNER
Many candidates elected by impressive majorities

6 Point 30 A 58 a

RIDICULOUS INTERVIEW
Steamship reporter undertakes journey with special expedition

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w
x y z ff fi fl ffi
ffl . , - ' ' : ; ! ?

Eyesight Facts

PROPER TYPE ESSENTIAL FOR SCHOOLBOOK PRINTING

EYESIGHT is a valuable attribute of the physically perfect man, and anything that can be done to develop or protect it is of highest importance. Little has been done until lately regarding the legibility of type faces and the influence of schoolbooks and school printing on the correct development of a child's eyesight. Many persons believe that a child is born with perfect eyesight, but when very young the child can merely perceive the difference between light and darkness, and even at the period when school life begins the eye is still immature. Oculists find that a child's eyes do not reach full development until about twelve years of age. Up to this time they are often permanently injured by improper use.

The acuteness of vision is still below the standard and the refraction is not yet fixed. For easy vision the young child must have retinal images larger and more distinct than those which satisfy the adult reader, partly because the letters are not so quickly recognized, and partly because the immature and tender eye does not produce such perfect images as the mature eye. To obtain these larger images the book is held too near the eyes, and it often results in nearsightedness and eyestrain. Hence the importance of establishing better standards of legibility for schoolbooks, having regard to the ages of the scholars who are required to use them. The subject of the proper use of the eyes has many phases; the lighting of schoolrooms, the right arrangement of the desks, the attitudes of scholars, the amount of work required, the size and shape of the book pages and the quality of paper used in them, are all factors of much importance. The type founder, however, can only concern himself with providing the proper style and design of letters.

LEGIBILITY IN TYPE DESIGNS

A SERIES of tests and experiments made by the British Association for the Advancement of Science, the Clark University, Worcester, Mass., the Board of Education of New York City, the American Type Founders Company and others, all go to show that some styles of type are far more legible than others. It is significant that all the experimenters working independently arrive at practically the same conclusions as to just what constitutes the most legible type and therefore best adapted for children's use and general school printing.

Century Schoolbook was designed to meet the requirements of colleges and boards of education, at the same time taking into consideration the conclusions arrived at by the other authorities. In making these types every detail has been considered and a great deal of labor, experimenting and calculations has been required to make them as nearly perfect as possible with all dimensions correct. For example, the space between the letters, height of each character, the weight of each thick and thin line, as well as the white spaces within the letter (counters) have been correctly dimensioned by proper micrometer measurements from a vast amount of experimental data compiled from many sources. While this series is designed primarily for schoolbooks, storybooks for children, periodicals, and general school printing, it also makes a splendid letter for job work and advertising typography because of its very desirable characteristics.

Century Expanded

72 Point 3 A 4 a

Mail

60 Point 3 A 4 a

High

48 Point 4 A 6 a

ROBE

Squad

42 Point 4 A 7 a

BEGIN

Restful

36 Point 4 A 7 a

MARCH

Eminent

30 Point 5 A 10 a

QUICKER

Indemnity

24 Point 6 A 11 a

NUMBER

Encamped

18 Point 9 A 20 a

SQUIRMING

Indescribable

14 Point 12 A 26 a

HEARD CHOIR

Rehearsals make efficient vocalists

12 Point 15 A 32 a

GENUINE STONE

SQUARE shaped relic exhumed from ruins

10 Point 18 A 36 a

PRINTER HONORED

MANY fellow craftsmen worship famous master

8 Point 20 A 40 a

PROMOTED EIGHT MEN

MANAGER promised another promotion soon. Young men should continually study the science of being progressive

6 Point 24 A 48 a

CONCERNING RUBBER TREES

INDIA rubber trees that are tapped every other day continue to render sap for over twenty years, and the oldest trees produce the richest sap

5 Point 23 A 45 a

KNOWLEDGE TAKEN BY CHANCE

ALMOST everyone you meet knows more on some subject than you do. Turn that side of him towards you and absorb all you can while the opportunity is present and endeavor to mentally remember the most important points you have learned

4½ Point 19 A 38 a

EDUCATING HORSES FOR THE CAVALRY

HORSES used by the United States cavalry must be thoroughly trained in war work. The horses not only learn to stand steady under fire, but must know how to turn at the proper moment when the bridle is hanging loose, how to lie down and get up, and a score of other details

4 Point 21 A 42 a

WHY BUBBLES ARE ROUND AND EQUAL

BUBBLES are round because the air that forms the inside of the bubble pushes with uniform strength against all parts of the delicate film of water that surrounds it. The air presses evenly against the sides of the bubble so it stays round

5½, 7, 9 and 11 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L

M N O P Q R S T U V W

X Y Z & $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v w x

y z ff fi fl ffi ffl . , - ' : ; ! ?

Characters ( ) are furnished with sizes from 4 to 36 Point
Characters [ ] are furnished with sizes from 4 to 14 Point

SMALL CAPS from 4 to 12 Point are put up in separate fonts and furnished only when specially ordered

Century Expanded Italic

6 Point 23 A 45 a

CONCERNING DEPORTMENT
Politeness may be defined as a true kindness. It is more a matter of the heart than of established precedent

5 Point 22 A 44 a

YOUR DRESS AND APPEARANCE
Personal cleanliness and neat garments are marks of self-respect, and no person should neglect these important matters

4½ Point 19 A 38 a

READING FOR MENTAL RECREATION
Books of commonplace are the amusements of literature. It is pleasant to have at one's side a well-selected volume to which one may turn for mental recreation after unusual activities

4 Point 22 A 44 a

ACCIDENTS DURING THE SEVENTIES
Do not think that life has been dangerous only since you began to race your tin wagon. In the exciting days of the seventies, the fast horses and grocery wagons caused the death of many

12 Point 16 A 30 a

NICE CUSTOMER
Returning salesmen praise general trade

10 Point 18 A 36 a

DISPUTING ORIGIN
Foreign shipments offer opportunity to study the lives of many rare birds

8 Point 20 A 42 a

ACCURACY AND SPEED
Many business firms employ adding machines and other clever labor-saving material

36 Point 4 A 8 a

BORNE
Minstrel

30 Point 5 A 10 a

HUNTER
Neutralize

24 Point 6 A 12 a

EXHUMED
Oldest Ingots

18 Point 9 A 21 a

HANDIWORK
Dainty Bargain

14 Point 13 A 28 a

RAPID JOURNEY
Steamship Returned

5½, 7, 9, 11, 42, 48, 60 and 72 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi fl ffi ffl . , - ' : ; ! ?

Century Expanded Italic

An Italic Design Without Hairlines

THIS face is easy to read and pleasing to the eye, possessing an individuality which gives distinctiveness. It is carefully cut and accurately cast, with the kerned letters eliminated to an unusual extent for an italic. Century Expanded Italic is a member of the celebrated Century Family of type faces. Its adaptability and attractive appearance have made it an important member of this wonderfully popular family as well as a standard italic face in the world of printing

American Type Founders Company

JAQUISH DASH

Century Bold

120 Point 3 A 4 a

Bed

96 Point 3 A 4 a

Split

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ’ : ; ! ?

9 and 11 Point carried in stock only at Foundry

84 Point 3 A 4 a

Dot

72 Point 3 A 4 a

Earl

60 Point 3 A 4 a

Nigh

48 Point 4 A 6 a

Refold

42 Point 4 A 7 a

Stylet

36 Point 4 A 7 a

BEND
Rights

30 Point 5 A 10 a

MINER
Diptych

24 Point 6 A 12 a

SHRUNK
Habituate

18 Point 10 A 18 a

NEIGHBOR
Honest Code

14 Point 13 A 26 a

DISTINGUISH
Metal Salesmen

12 Point 15 A 32 a

CHILD PRODIGY
Scholarship Given

10 Point 18 A 36 a

PROMOTE SCIENCE
Aged college professor recipient of many gifts

8 Point 20 A 40 a

MYSTERIOUS HEROINE
Identity disclosed as young lady reveals characteristics

6 Point 24 A 48 a

FOREIGN SONGBIRD ARRIVES
Country folk greet famous singer who rendered delightful selection

Century Bold Italic

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ' : ; ! ?

9 and 11 Point carried in stock only at Foundry

72 Point 3 A 4 a

Night

60 Point 3 A 4 a

Sparks

48 Point 4 A 6 a

Expedite

12 Point 14 A 30 a

GREETS MINER
Big ovation given speaker returning from wage parley

10 Point 17 A 32 a

GAINED SUPPORT
Shop magazines and bulletins are proving effective agencies for strengthening credit

8 Point 18 A 36 a

OFFERS NEW SERVICE
Libraries in larger places are rendering a service for business men. Dependable information may be found

6 Point 22 A 44 a

HONORS CAPABLE PRINTER
Should persons recognize the fine work in printing they may be able to appreciate the master work of any craft. To understand skillful handiwork is essential nowadays

24 Point 6 A 10 a

HINDER
Boy choir applauds

18 Point 9 A 17 a

SPECIMEN
Joyful child surprised by schoolmates

14 Point 14 A 27 a

MERCHANTS
Salesman used new method to secure smarter business hands

42 Point 4 A 6 a

DUMB
Sleight

36 Point 4 A 7 a

HERON
Burdens

30 Point 5 A 9 a

GARDEN
Refreshed adventure

Century Bold Condensed

72 Point 3 A 4 a

Blight

60 Point 3 A 5 a

Satiety

48 Point 5 A 8 a

Explored

42 Point 5 A 8 a

Night Bird

36 Point 5 A 10 a

METHODIZE

Playing Safe

30 Point 7 A 14 a

HONOR BRIDE

Right Thinking

24 Point 9 A 18 a

NUMEROUS CARS

Decision Reserved

18 Point 14 A 28 a

HUMOROUS SONG

Broadway comedy proving successful

14 Point 19 A 39 a

NORTHERN ORCHARD

Profitable agricultural achievement explained

12 Point 23 A 47 a

RENOWNED BIOGRAPHER

Describes personality with seldom equaled adroitness and characteristic charity

10 Point 25 A 50 a

MYSTERIOUS HAPPENING

Remarkably clever stories describing wanderings and adventures among strange and uncivilized aborigines

8 Point 31 A 63 a

INTERESTING SPANISH MISSION

California boasts many romantic and picturesque old missions that should be included in the itinerary of every person visiting that state

6 Point 39 A 60 a

BEAUTIFUL MUSICAL COMPOSITIONS

Somebody has said that practically all the music of humankind might perish without serious loss provided the love songs might remain. Everybody knows there are moments in famed love songs unreached anywhere else in our music

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v

w x y z ff fi fl ffi ffl

. , - ’ : ; ! ?

Century Bold Extended

10 Point 14 A 29 a

RIGHT HOUSE
Noted architect surprised many local townsmen building homes

8 Point 17 A 34 a

AMUSED VISITORS
Entertaining picture of textile machinery and other equipment being used to protect the public in general

6 Point 20 A 38 a

PLEASANT MEMOIRS
Interesting expressions of thought concealed by writer disclosed several legal sayings. These are being displayed on walls of large public buildings

18 Point 8 A 14 a

REMINDS
Giant oaks unbending

14 Point 11 A 21 a

BEAUTIFUL
Choice works are displayed each evening

12 Point 13 A 25 a

DISCONTINUE
Merchants wait while salesman assisted friends

72 Point 3 A 4 a

Sat

60 Point 3 A 4 a

Bud

48 Point 3 A 4 a

Neck

42 Point 4 A 5 a

Might

36 Point 4 A 6 a

SINGE
Epistle

30 Point 4 A 8 a

DEMUR
Hydrant

24 Point 5 A 10 a

REPINED
Kingdoms

Characters in Complete Font

A B C D E F
G H I J K L M
N O P Q R S
T U V W X Y
Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z . , - ’ : ; ! ?

Century Catalogue

36 Point 6 A 10 a

MASKER
Relinquish

30 Point 7 A 14 a

EPIGRAMS
Hieroglyphic

24 Point 9 A 17 a

FORETOKEN
Change Sample

18 Point 13 A 26 a

HIGH NUMBERS
DESIRED Rare Mask

14 Point 19 A 37 a

EXPERT DIRECTING
MUCH Improved Station

12 Point 22 A 43 a

HONORED BIOGRAPHER
BRINGS Interesting Souvenirs

10 Point 24 A 48 a

PRODUCE MODERN ENGINE
CLEVER Inventor Receiving Medal

8 Point 27 A 54 a

SECURE UNEXPECTED DECISION
NUMEROUS Privileges Granted Scientists

6 Point 30 A 60 a

INSTRUCTOR DELIVERED FINE LECTURE
SUBURBAN audience greatly appreciated long talks by noted professor on subjects of great importance

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi fl ffi ffl . , - ' ' " " : ; ! ?

SMALL CAPS from 6 to 18 Point are put up separately and furnished only when specially ordered

Century Catalogue Italic

18 Point 13 A 26 a

PROPER METHOD
Expect Unbiased Judge

14 Point 18 A 35 a

QUESTION INVENTOR
Inform Enterprising Student

12 Point 23 A 44 a

REDUCTIONS
Perfected System

10 Point 23 A 45 a

HIDE UNIFORM
Magnificent Design

8 Point 26 A 52 a

SEARCH BUILDING
Clever detectives found machine and equipment

6 Point 29 A 54 a

ENERGETIC PRINTERS
Prominent designers exhibit several handsome specimens

Characters in Complete Font

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z
& $ 1 2 3 4
5 6 7 8 9 0
a b c d e f g
h i j k l m n
o p q r s t u
v w x y z ct
ff fi fl ffi ffl
. , - ' : ; ! ?

Murdeshire Parchment

A Writing Paper of Refinement and Quality

CHARACTER is often delicately expressed through one's selection of stationery, and the use of a high-class paper is of paramount importance when one wishes to convey the touch of quality that is so much esteemed. Those who use Murdeshire Stationery for social correspondence are the kind of acquaintances you will appreciate. Murdeshire is the paper of rare value.

It is an enduring product. The fine content gives it the feel of refinement. You cannot help but notice the excellent texture of this parchment which is the standard bearer of a comprehensive collection of papers. It is made in a paper mill where quality has been traditional for generations. It is made by adept paper makers who have always striven for refinement in paper.

MURDESHIRE PAPER COMPANY

29 Lockhurst Street, Boston 350 Broadway, New York Herald Building, Chicago

ROSA BORDER VERSATILE ORNAMENT

DECORATIONS IN THE HOME

Colors in the Home

Details of the Room

two cretonne schemes, in all their magnificence were repeated more often, how expensive looking and how gorgeous homes would look. Beautiful homes are seen and not heard. Color, carving, wall paper, furniture and pictures must never speak loudly. A room should be a background for the ones in it, just as a ring setting is the background for a jewel. Furniture should be so placed that we may pass by easily without feeling that we are going bump into the corner of a bureau, piano, table or chair. Ornaments should be sparingly used and the pictures hung with straight wires near the eye level. Each article to be beautiful must speak as softly

8



Story Books for Children

An unusually fine display of books that appeal to boys and girls

Juvenile Department
Seventh Floor

ROBENS & BOGERT
17 Greylock Avenue

ROTERS ILLUSTRATOR VANITY INITIAL

John Hancock

72 Point 3 A 4 a

Idyl

60 Point 3 A 4 a

Sigh

48 Point 3 A 5 a

Estop

42 Point 3 A 6 a

DRINK

Mystic

36 Point 4 A 6 a

BEDIMS

Heartily

30 Point 5 A 8 a

KINGDOM

Ramparts

24 Point 6 A 11 a

HUSKED
Quaking granary

18 Point 9 A 16 a

MOSQUITO
June camp attendance urged now

14 Point 12 A 23 a

RADIO NEWS
Several clubs are installing complete sets

12 Point 15 A 30 a

MORNING DIP
Every camper will enjoy the outdoor swim

10 Point 16 A 30 a

GYMNASTICAL
Unique comedy combined with difficult dances

8 Point 18 A 35 a

SOUTHERN CRUISE
Bermuda and other delightful isles are now easy of access

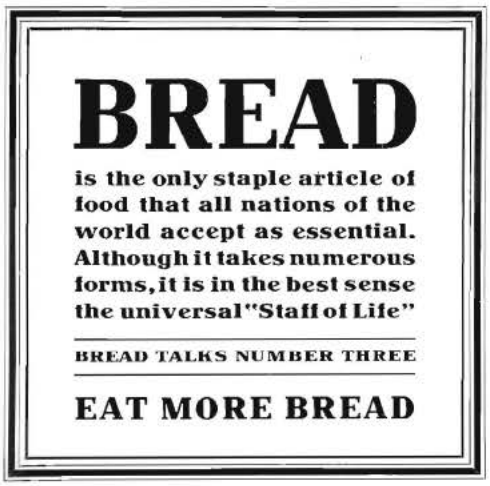
6 Point 21 A 40 a

NIGHT PHOTOGRAPHY
Motion pictures tell the story very competently in a language which all people can understand

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m m n o p q
r s t u v w x y z
. , - ’ ” “ : ; ! ?





Furnaces

The installation of a furnace in a modern home is a matter of vital concern. James Martin is a well trained heating engineer whose furnaces are built to give full and lasting value. A good furnace can increase the worth of your home

ESTIMATES ALWAYS CHEERFULLY
GIVEN AND PLANS SUBMITTED FOR
EXTENSIVE OPERATIONS

James Martin

TRENTON

John Hancock Condensed

120 Point 3 A 4 a

Net

96 Point 3 A 4 a

Idyl

84 Point 3 A 4 a

Beat

72 Point 3 A 5 a

Eagle

60 Point 3 A 6 a

Deject

48 Point 4 A 6 a

Reduce

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w x
y z . , - ' " " : ; ! ?

Characters " " not made for 84, 96 and 120 Point sizes

42 Point 4 A 8 a

Hybrid

36 Point 5 A 8 a

EXHUME
Dislodge

30 Point 6 A 11 a

SPORTING
Exponents

24 Point 8 A 16 a

NICE SHORE
Bathing Suit

18 Point 12 A 24 a

RESCUED MONK
Shows Courage

14 Point 17 A 32 a

INTERIOR MEXICO
Exceptionally Mild

12 Point 20 A 38 a

MARCHING BELGIANS
Retain Splendid Form

10 Point 22 A 42 a

DEFENDS CHAMPIONSHIP
University sprinters lead against noted competitor

8 Point 26 A 51 a

CHEMISTRY SOLVES PROBLEM
Ingenuity amongst some student bodies results in finer education

6 Point 26 A 51 a

PROCURING FINANCIAL BACKINGS
Manager secures enormous amount towards international undertakings

YOUNG MEN'S

Blue Suits

$47.50

Tailored to Measure

MADE in the latest styles, and in every respect meeting that same high standard of quality that we demand. Your choice of a selection of fine materials

HUTCHINSONS

Regal Arcade

Special Report

DEAGAN REALTY COMPANY

EAST RUTHERFORD, GEORGIA

Containing Full and Complete Details of the Extensive Activities of this Company Since Organization June, 1915

Illustrated

Prepared by Historical Committee

HERBERT MORSE, Chairman

Announcing the Most Unusual Offer of the Season

Modish Tweed Coats

THIS sale is especially interesting to the woman or miss who is just a bit fastidious about the cut and finish of her tailored clothes. Many higher priced coats cannot equal these in excellence of tailoring and smartness of appearance and style

$32.75

New Spring Shades

1140 Broad Street NEW YORK

KRAEMER STORES

1272 Grand Street NEWARK

John Hancock Extended

60 Point 3 A 4 a

Sat

48 Point 3 A 4 a

HID
Bed

42 Point 3 A 4 a

KEG
Dish

36 Point 3 A 4 a

MITE
Beats

30 Point 3 A 5 a

ROSIN
Nature

24 Point 4 A 6 a

HUMOR
Exhaust

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U V

W X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m m n o p q

r s t u v w x y z

. , - ’ ” “ : ; ! ?

18 Point 6 A 10 a

CHUM
Desire
brawn

14 Point 8 A 14 a

GRINDS
Speaker
restored
treasure

12 Point 9 A 18 a

KITCHEN
Improved
venerable
sentiment

10 Point 10 A 20 a

METHODS
Inspiration
led relative
among her
few friends

8 Point 14 A 24 a

UNEXPLORED
Large deposits
of valuable ore
thought buried
near mountain
stream in west

6 Point 15 A 29 a

PRIZED RULERS
Traveling asphalt
roads along many
beautiful streams
we glimpse other
notable examples
of improved taste

Words

can conquer the minds of men as swords once conquered their bodies. If you carry a message of good for humanity in your heart, print it with type, clearly, boldly and strikingly, so that it may reach the ends of earth, making people believe!

AMERICAN BORDER

WE ANNOUNCE

the purchase of the entire business of the Redwood Timber Company and that now we can offer builders an unlimited variety of seasoned woods at exceptional prices

BINS' LUMBER YARD
IRVINGTON, VERMONT

Clearface Series

72 Point 3 A 4 a

Mold

60 Point 3 A 5 a

Sleigh

48 Point 4 A 7 a

DRUM

Explain

42 Point 5 A 8 a

NURSE

Rejected

36 Point 5 A 8 a

FISHING

Important

30 Point 6 A 10 a

BOUNDER

Gymnastical

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

The following characters are furnished with all fonts from 5 point to 36 Point inclusive

ff fi fl ffi ffl

24 Point 7 A 12 a

REMIND

Journalize

18 Point 10 A 20 a

SPENDING

Imperfection

14 Point 14 A 28 a

DISCOVERED

Employer found diligent workers

12 Point 17 A 35 a

INTRODUCTION

Modern inventions save arduous labor

10 Point 19 A 38 a

FINE ARGUMENT

Nearly all merchants who advertise display real business acumen

8 Point 24 A 47 a

EARNED DISTINCTION

Good positions await those typographers who ardently study the works of masters

6 Point 25 A 50 a

MANY WRITERS DECLARE

It behooves us not to write upon a subject unless we have become generally familiar with the truth and the technique of the matter

5 Point 24 A 48 a

HABITS MOLD OUR CHARACTER

As flakes of snow that fall unperceived upon the earth, seemingly unimportant events of life succeed one another. Just as the snow gathers together, so are our habits formed and our character molded

Clearface Italic

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z ff fi fl
ffi ffl . , - ' : ; ! ?

72 Point 3 A 4 a

Help

60 Point 3 A 4 a

Night

48 Point 4 A 7 a

BURN
Reptile

10 Point 19 A 36 a

GOLF CHAMPION
Northern merchants procure country club and enlarge building

8 Point 22 A 43 a

APPRECIATES SCENE
Beautiful sunset proves an inspiration for noted artists in the mountainous region

6 Point 24 A 48 a

FINE BUSINESS METHOD
Manager prevents deterioration to business by requiring regular care of machine. Adequate rules provided should be found helpful

5 Point 22 A 44 a

VIEWING MORNING WONDERS
There are numerous beautiful houses along the mountain roadways of New England. How refreshing the morning air and the splendor of the picturesque sunrise as we leave the clamoring city

24 Point 7 A 12 a

BINDER
Speculate

18 Point 10 A 19 a

METHODS
Resplendent

14 Point 15 A 29 a

HARMONIZE
Domestic fruits always cheaper

12 Point 17 A 34 a

CHOICE GUIDE
Several sportsmen found without food

42 Point 4 A 7 a

MINER
Delights

36 Point 5 A 8 a

BODKIN
Septangle

30 Point 6 A 10 a

ENCORED
Kindly Host

Clearface *and Clearface Italic*

CLEARFACE

A
Type Family of
Distinction

AMERICAN
TYPE FOUNDERS COMPANY
Designer and Manufacturer

CLEARFACE

CLOISTER ORNAMENT

SOME of the best printing of the day is set entirely in the Clearface Series. This beautiful book and job letter is highly desirable wherever a stylish and easily read type is required. It commands the attention of the reader's eye, and is used by many printers who realize the importance of good, clear type design in advertising typography



CLOISTER ORNAMENT

THE CLEARFACE SERIES IS
BECOMING MORE POPULAR EACH DAY
WITH BUYERS WHO DEMAND
EFFECTIVE PRINTING

WE protract the career of time by employment; we lengthen the duration of our lives by wise thoughts and useful actions. Life to the man who wishes not to have lived in vain is thought and action

OLD ENGLISH BORDER

Clearface Family

CONSISTING OF SIX USEFUL AND
ATTRACTIVE SERIES DESIGNED PRIMARILY
FOR EASY READING

BEAUTY of design and unusual legibility have definitely placed the Clearface types among the important book and job faces. Certain firms require Clearface almost exclusively on all their catalogue work, as its use gives an individuality and life which is most desirable in printing of this character. Members of this excellent family are Clearface, Clearface Bold and Clearface Heavy, with their italics

Paragraph set in 18 Point Clearface

ROSA BORDER

The History of Laid and Wove Paper

BEFORE the invention of paper-making machines paper was formed in single sheets by hand. For the purpose of making handmade paper flat moulds were used, on which the pulp was deposited; this was done either by pouring the liquid pulp upon the mould or by dipping the mould into a large vat containing pulp. Through the centuries of paper making these moulds have greatly improved and the changes have affected the character of paper which was made on them to a marked degree. However, the moulds used at the present time to form handmade sheets are based on the original principle of mould construction. To most paper makers and printers the terms laid and wove mean little, aside from the fact that in the former, when the sheet is held to the light, the paper shows laid and chain lines, while the latter paper appears to have been woven, without much character. The very earliest paper was formed by the Chinese some two thousand years ago on a woven cloth stretched over a bamboo frame and this constituted the first paper-making mould. As the damp sheet of pulp could not be taken from the cloth, the sheet was allowed to dry on the mould and was then removed. This method required at least a full day for each sheet of paper to dry out before it could be taken from the mould

Paragraph set in 12 Point Clearface

Time wasted in hunting sorts constitutes one of the greatest losses encountered in composing rooms; buy job type in weight fonts and you avoid this daily annoyance





The compelling pow civilization of past ce Greece; her art and a our greatest creation over our lives is so c enabled to trace our p

The sway of beauty is of greater importance during the present period than ever before. People easily recognize and appreciate beauty and they demand that it be expressed in the things with which they are affiliated. Prior to the event of mass production and standardization the artists could cast about until they hit upon designs that would please the larger number of their little groups of consumers. But now appearance quite often dictates success or failure, for the whole equipment of a factory may be based on the value of a design; and the value of that particular design depends upon its ability to please the public in general

Paragraph set in 12 Point Clearface Bold Italic

American Type Beauty

Typographic Design and Layout

USUALLY printing reveals the real man with remarkable accuracy. Whatever a merchant possesses in wealth or in poverty of expressive power will manifest itself in the interest he displays in the appearance of his printing. If he has a keen sense of the fitness of things, he will not be pleased until his printing appears as though it was made for him personally, and not bargained for in the ready-made market. Printing must first be fit for the purpose it is designed to accomplish. Its physical appearance must win the respect it deserves from the class to which its attention is directed. Whether it is made so or not is a question of the printer's skill as well as genuine appreciation on the part of the customer. Inability to sense the difference between high and low standards of design, plus failure to thoroughly study the purpose of a piece of printing, leads to unintelligent effort and to wasteful results. Designs or layouts are made by persons of varying ability. To select the very best man is a task which calls for wide acquaintance among artists and designers. Then comes the necessity of knowing what each man is fitted to do, and what each man charges for his services. Success in solving this enigma depends upon the ability of the purchaser to interpret his commercial ideas to artists

Paragraph set in 12 Point Clearface Italic

Clearface has been in conspicuous service for a long time in nearly all printing offices and, because of its unusual versatility and readability, it still remains a leading face

of beauty has put the
ries in debt to ancient
itecture have inspired
ne influence of beauty
olete that we are now
gress by its expression

Paragraph set in 18 Point Clearface Bold

This meeting of public approval is the severest test to which the article is subjected. And most of it comes by advertising, for this displays the evidence of beauty. With the aid of illustrations and correct typography, advertising has been proven capable of placing its product before the buying public in a most satisfactory and attractive manner. Today it may be classed as one of the fine arts. Beauty in the article advertised and the beauty in advertising are both efficient agents in securing consumption. Good advertising has capitalized the beauty of the wares of commerce through the publishing of adequate proof of desirability and practical utility

Paragraph set in 12 Point Clearface Bold

1 Ornaments for Printing

RESOLUTION

DURING this year let me create a piece of printing, a book, broadside, anything in enduring form that embodies my best knowledge of the art of typography; a work of my own and my helpers, with no thought but to make it worthy of the art I practice, and an honor to myself; an excellent work, that in a cover or frame my children shall cherish in loving memory of me; an admirable job of printing to be done studiously and leisurely for no profit but the noble one of great pleasure in my work

Paragraph set in 18 Point Clearface Italic

BROCHURE BORDER VANITY INITIAL

This insert is printed on DECKLE D'AIGLE WOVE. Basis 25x38-80 lbs.
Made by the AMERICAN WRITING PAPER CO., Holyoke, Mass.

Helpful Spirit

THE GREETING CARD WHICH IS SENT MAY BE
ACCEPTED AS A TRIFLE; THE ONE WHICH IS FORGOTTEN WILL BE
MAGNIFIED A THOUSAND TIMES

MANY consider it impossible to calculate the force greeting cards have in maintaining this helpful feeling. If the goodwill which such cards created were accumulated there would certainly be enough to heal the ills of the world for a number of years. Just the least bit of forethought brings happiness into the lives of the friends who believed they had been forgotten

THE spirit of giving lends itself with greatest enchantment to Christmas. Simple giving, however, is not sufficient; your gift should reflect your finest spirit. The knowing how to give shows in the happy selection of something in good taste, and fitting to the individual who is to receive it. We try to assist you by showing cards that are appropriate for people of all types

GREETING CARDS
HELP YOU
SCATTER SUNSHINE
THE
WHOLE YEAR
THROUGH

Souvenir Concern
CHICAGO, ILLINOIS

HOLIDAY BORDER

CHRISTMAS

FOLKS ring the bells and raise the strain,
And hang up garlands everywhere;
They feast and frolic–and then they go
Back to the same old lives again.



HOLIDAY DECORATOR

Clearface Bold

72 Point 3 A 4 a

Sped

60 Point 3 A 5 a

Ejects

48 Point 4 A 7 a

Bipedal

42 Point 5 A 8 a

HIKING
Naughty

36 Point 5 A 8 a

DESPISE
Kingdoms

30 Point 6 A 10 a

EMBOSOM
Urgent Note

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z ff fi fl
ffi ffl . , - ' : ; ! ?

24 Point 7 A 12 a

SQUARE
Gumption

18 Point 10 A 20 a

MEADOWS
Beguilement

14 Point 14 A 29 a

FURTHERING
Romantic poem
claims attention

12 Point 16 A 35 a

UNDER ORDERS
Perfection followed
after concentration

10 Point 19 A 38 a

EXHIBIT ORCHIDS
Horticultural marvels receive extraordinary attention and coaxing

8 Point 22 A 46 a

DESCRIPTIVE WRITING
Rumanian author publishes direct knowledge regarding conditions affecting traders

6 Point 25 A 50 a

MAGNIFICENT CHARACTER
Remarkably interesting incidents and humorous family happenings afford fascinating entertainment of considerable educational value

5 Point 23 A 47 a

EXCLUSIVE EASTERN GARDENS
There exists quite a strong sentiment against the exclusiveness which walled gardens seem to imply, yet the garden enclosure is highly desirable and often absolutely necessary to insure privacy

Clearface Bold Italic

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z ff fi fl
ffi ffl . , - ' : ; ! ?

72 Point 3 A 4 a

High

60 Point 3 A 4 a

Equal

48 Point 4 A 7 a

Sighted

42 Point 4 A 8 a

NURSE
Industry

10 Point 18 A 38 a

MANIFESTATION
Holidays spent amid proper surroundings are always beneficial

24 Point 7 A 13 a

KNOWN
Grotesque

8 Point 21 A 44 a

RUSTIC HABITATIONS
Picturesque farmhouses are nearly covered with flowers and delight lovers of beauty

18 Point 10 A 20 a

UMPIRING
Stereoscopic

36 Point 5 A 8 a

MOTION
Rectangle

6 Point 24 A 50 a

EXPRESSING CHARACTER
This sterling qualification is not achieved over night or created at will; it is a structure maintained by performance and will endure

14 Point 14 A 29 a

HETERODOX
University cities offer hospitality

5 Point 23 A 46 a

MODERN SHIPPING FACILITIES
The commerce of the last century was carried overseas in sailing vessels and relied largely on favorable winds, but nowadays powerful steamships carry merchandise daily on scheduled time

12 Point 16 A 35 a

NIGHTINGALES
European songster builds delicate nest

30 Point 6 A 10 a

BENEFITS
Dilapidation

Clearface Heavy

72 Point 3 A 4 a

ICE

Sail

60 Point 3 A 4 a

BEG

Dish

48 Point 3 A 5 a

RAIN

Equal

42 Point 3 A 6 a

HORN

Bridge

36 Point 4 A 7 a

MIND

Broad

30 Point 5 A 8 a

PIANO

Studies

24 Point 6 A 11 a

INVOKE

Maintain

big ships

18 Point 8 A 16 a

PRINTING

Guild holds

big smoker

14 Point 12 A 24 a

DIRECTIONS

Enclosed with

every package

12 Point 16 A 29 a

GUARD PRISON

Sheriff maintains

sixty armed men

10 Point 16 A 32 a

HANDSOME DOG

Selected as winner of canine exhibit at annual county fair

8 Point 19 A 38 a

CARIBOU NUMEROUS

Indian runners reported several herds of caribou in desolated parts of the northern forest reserves

6 Point 24 A 47 a

BOSTON WIRE STITCHER

For speed, precision and ease of operation the Bostons are unsurpassed. Bostons always give the greatest satisfaction

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u

v w x y z ff fi fl ffi ffl

. , - ’ : ; ! ?

Clearface Heavy Italic (*Non-Kerning*)

14 Point 11 A 22 a

NEW FACES Exhibit latest type and rule

12 Point 15 A 28 a

SITES CHOSEN Railroad to erect new station here

10 Point 16 A 31 a

CROWD HOTELS Larger convention halls have become a real big problem

8 Point 19 A 36 a

RUNNING CAMPAIGN Several large hardware merchants will launch a big campaign here and abroad early this spring

6 Point 21 A 40 a

NEW BOOK PUBLISHED Beautiful biography of the leading typographers here and abroad has lately been put in many of our libraries

36 Point 4 A 6 a

REIN Quick

30 Point 5 A 8 a

CHUM Design

24 Point 6 A 10 a

MARCH Exercise veterans

18 Point 8 A 16 a

DETOURS Shut many city streets

72 Point 3 A 4 a

BIN End

60 Point 3 A 4 a

ROD Herb

48 Point 3 A 4 a

DUSK Lights

42 Point 3 A 6 a

RIDGE Market

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , - ' : ; ! ?

Pabst Oldstyle

72 Point 3 A 4 a

Soft

60 Point 3 A 4 a

Nigh

48 Point 3 A 6 a

Epistle

42 Point 4 A 6 a

Hushed

36 Point 4 A 8 a

MUSIC

Blockade

30 Point 6 A 11 a

UNITED

The Herald

24 Point 6 A 13 a

DISBURSE

Stock Market

18 Point 9 A 20 a

DESIGNER

Showy folders please sculptor

14 Point 13 A 28 a

MICROSCOPE

Pittsburgh scientist described operation

12 Point 16 A 36 a

HISTORIC RELIC

Noted collector bought antiquated porcelain jar

10 Point 19 A 40 a

INSURED PRINTER

Bonding company reported large increase in business for fiscal year. Directors voted money for new home office

8 Point 23 A 47 a

REMARKABLE BUILDING

Gigantic undertaking sets record in modern architecture. Seventy engraving firms will occupy this building when entirely finished

6 Point 24 A 54 a

DELIGHTFUL WINTER SPORTS

Numerous juvenile outdoor enthusiasts welcome unexpected entrance of jovial King Winter. Sleighing and skating are very healthful and invigorating pastimes

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v

w x y z *The and of* ft

. , - ' : ; ! ?

Pabst Italic

10 Point 16 A 38 a

CONTENTMENT

Many inhabitants of this town feel greatly relieved because income taxes were not increased as expected

8 Point 21 A 42 a

DIFFERENT MOTIVES

Poetry is the frolic of invention, the great dance of words, and the harmony of sound. Oratory is a judicious delivery of arguments

6 Point 22 A 49 a

ENVIRONMENT PLEASED

Meandering brooklets and autumnal coloring allure the traveler; mountain scenery and secluded homesteads offer rest and tranquillity for philosophers

18 Point 9 A 16 a

DISGUISE

Reporter finds legal document

14 Point 12 A 26 a

LECTURING

Medieval customs amaze bright youth

12 Point 16 A 35 a

INSTRUCTIVE

Political debate proves delightfully interesting

72 Point 3 A 4 a

Stub

60 Point 3 A 4 a

Eight

48 Point 3 A 6 a

Helped

42 Point 4 A 6 a

Nymph

36 Point 5 A 7 a

MUSK

Liquidate

30 Point 5 A 7 a

DOZING

Replenished

24 Point 6 A 10 a

SHOCKED

Quick Indians

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

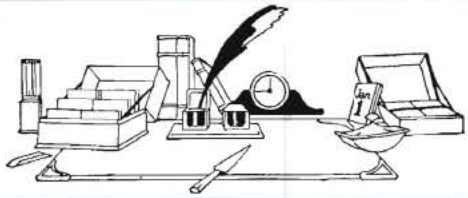
m n o p q r s t u v w

x y z ff fi fl ffi ffl Qu

. , - ' : ; ! ?

The following Special Characters are supplied with all fonts from 6 to 14 point inclusive. They are sold in separate fonts from 18 to 72 point inclusive and furnished only when specially ordered

A B D G M N P R T



STATIONERS
AND
PRINTERS

In addition to our Printing and Binding Service, we carry a full line of Office Stationery, including blank books, fountain pens, desk sets, calendars, loose leaf binders, pencils, erasers, etc.

Telephone 864 Bushwick

CUSHING PRESS
1623 SPRUCE AVENUE
DETROIT

Estimates Cheerfully Furnished on Request

JAQUISH ORNAMENT ROTERS ILLUSTRATOR

The Press

THE
LIBERTY OF THE
PRESS
IS THE TRUE
MEASURE
OF ALL OTHER
LIBERTY:
FOR
ALL FREEDOM
WITHOUT
THIS MUST BE
MERELY
NOMINAL

Compliments of
CUSHING PRESS
Detroit

JAQUISH ORNAMENT

STATIONERY

that is representative is of course what you want. Quality in this line pays big dividends. Why not come talk over your stationery problems with us?

CUSHING PRESS
1623 SPRUCE AVENUE
DETROIT

PABST BORDER

MEN are valuable just in proportion as they are able and willing to work in HARMONY with other men

ELBERT HUBBARD

HYLITE BORDER

THE refinement of good printing is apparent in the product of the Northern Printery. Artistic touch dominates in the harmony of effects produced. The correct style is manifested on each order, whether an engraved visiting card or an automobile catalogue. Our various portfolios of specimens will aid you in making satisfactory selections

The
NORTHERN PRINTERY
Indianapolis, Indiana

JAQUISH ORNAMENTS

Our Motto: "*Your Interest is Our Interest*"

EUREKA
SAVINGS SOCIETY
CLEVELAND

OFFICERS

Jonathan P. Anderson, *President*
Homer D. Crane, *Vice-President*
Charles Lewis Branton, *Secretary*
Franklin N. McCormick, *Cashier*

CAPITAL $100,000.00

Surplus and Undivided Profits
$38,472.54

Open Monday Evenings from 6.30 to 9.00 o'clock

CLELAND ORNAMENT

Strathmore Oldstyle

36 Point 4 A 8 a

EMBARKED
Honors Guard

30 Point 5 A 10 a

GIVE CHECKS
Rehearses Playlet

24 Point 6 A 11 a

MARKS POSITION
Distinguished lawyer
attending conference

18 Point 9 A 18 a

REBUILDING EDIFICE
Numerous workmen begin
erecting necessary scaffolds

14 Point 13 A 25 a

REACHED BORDER
Notorious bandits elude
sheriff after long pursuit

12 Point 16 A 22 a

PRODUCES EVIDENCE
Enthusiastic attorney makes
speech favoring plaintiff and
is awarded proper judgment

10 Point 18 A 36 a

INTERESTED EXHIBITORS
Largest assortment of models at
automobile show denotes quick
development for motor industry

8 Point 24 A 46 a

MADE GENEROUS CONTRIBUTION
Celebrated philanthropist politely declines
office of vice-president of newly organized
charitable society but makes large donation

6 Point 24 A 50 a

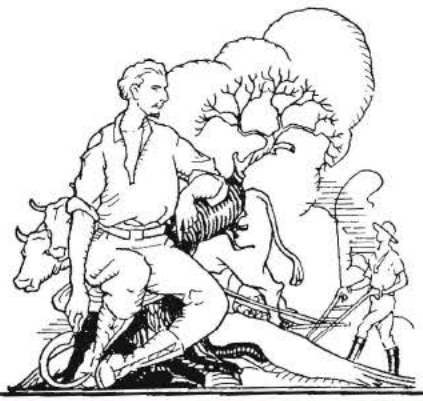
DESIRED IMPROVEMENTS ARE PROMISED
Several progressive merchants demanding municipal
authorities to expedite construction of public market
building which should have been completed months
ago but is delayed because of unjustified controversy

42, 48, 54, 60 and 72 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p
q r s t u v w x y z ff fi fl ffi ffl
ſt . , - ' : ; ! ?

Character ſt not made for sizes larger than 36 Point



Master

yourself at all times and in all situations. Know your own mind and success will crown your efforts. Read Dr. Lang's big book on Body and Mind. Surely is a mental developer

$1.50

AT ALL BOOKSTORES

ROYERS ILLUSTRATOR

This type is of a medium color, yet rugged in appearance and adapted to a wide variety of work

EARN

Through foresight of several of our leading citizens, a project has been launched inviting you to buy stock in a new savings idea. Every depositor will be a shareholder and the earnings are to be distributed promptly

OUR MR. SLOAN WILL BE GLAD TO GIVE FURTHER DETAILS WITH REGARD TO THIS SALE OF STOCK

INDUSTRIAL
BANK
OF MEDORA

NEW residents, before taking a book from this library, must have one or more references from business men of good standing in the town of Stratford

THE PUBLIC LIBRARY OF STRATFORD

Baskerville Roman

72 Point 3 A 4 a

Bird

60 Point 3 A 5 a

Splits

48 Point 4 A 6 a

Deficit

36 Point 4 A 8 a

Mythical

30 Point 5 A 9 a

SUNRISE
Relinquish

24 Point 9 A 16 a

NUMEROUS
Companionable

18 Point No. 2 13 A 24 a

DISREGARDED
ENTERS Objection

18 Point No. 1 16 A 30 a

HEARD RETURNS
BRIGHT Italian Elected

14 Point 20 A 39 a

INTRODUCTION
MAIDS Enter Society

12 Point 23 A 46 a

EXQUISITE MEALS
SERVICE Unusually Fine

10 Point 27 A 55 a

RESPONSIBLE CITIZEN
PURCHASED valuable property
near greatest railroad station

8 Point 30 A 58 a

GOLD BULLION INSURED
ENORMOUS shipments of precious
metals arrived under strong guard

6 Point 37 A 75 a

PRODUCES SPLENDID TYPOGRAPHY
THE AVERAGE printer produces good work
quickly with this wonderfully adaptable face

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g
h i j k l m n
o p q r s t u
v w x y z ff fi
fl ffi ffl ct
. , - ' : ; ! ?

SMALL CAPS, 6 to 18 Point, are put up separately and furnished only when specially ordered

Baskerville Italic

18 Point No. 2 13 A 26 a

KERNING
Reorganized

18 Point No. 1 15 A 30 a

STRENGTH
Reinforcements

14 Point 20 A 40 a

HEMISPHERE
Learn Geography

12 Point 25 A 50 a

SONG ADMIRED
Delightful Rendition

10 Point 31 A 60 a

RETIRE PRESIDENT
Unprecedented Procedure

8 Point 32 A 63 a

TRAFFIC DECREASES
Improve Narrow Roadway

6 Point 36 A 70 a

OPPORTUNITY NEGLECTED
Ambitious apprentices not attending
night school should join immediately

Characters in Complete Font

A A B B C D D
E E F G G H I J K
L M M N N O P
P Q R R S T U V
W X Y Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z ff fi fl ffi ffl ct
. , - ' : ; ! ?

THE JURY SITS

CONCEIT often makes me think that my product is better than it is, but when a jury of competent men make a decision it is most likely to be true. The printing magazines make up a jury of competent judges of printing –and they say that the work of William Eskew is excellent

Now I realize that excellence is worth nothing to you unless it means something to you—that if my service and prices do not compare with the quality, my product is not what you want. But you know as well as I that excellence in printing does mean something to you. It means that you will add dignity and worth to your firm when you use it—and it means economy. It means everything that goes with beauty, excellence and worth. It will pay you to see that Eskew Quality is included in your next job of printing.—WILLIAM ESKEW

ROSA BORDER

TINT, DIAGONAL SHADED BORDER

Accuracy

FOLKS SAY that civilization with its various implements of industry and its intricate devices of science has made accuracy its principal virtue. And so strictly does it exact its tribute of carefulness that the penalty for the slightest misstep is ofttimes disastrous and destructive to mankind

Care Exercised Today
May Be the Means of Realizing
Success in Future

HYLITE BORDER

THE PROGRESS OF DESIGN IN PRINT

IN RECENT YEARS the general advancement of the printing industry has been notable in the direction of good design. Now, more than ever, artists are becoming aware of all the possibilities of self-expression through type. This advances the Art of Typography which is mainly concerned with the arrangement of print

Extract from a talk on Printing by John Z. Smith

JAQUISH ORNAMENT

36 Point 6 A 11 a

REASONABLE
Bright Merchant

30 Point 7 A 14 a

DEFEND HONOR
Popular Leadership

24 Point 9 A 13 a

FIRST CONVENTION
Established Nationality

18 Point 14 A 28 a

REGAIN COVETED PRIZES
Satisfactory Declarations Made

Stylish Hats
from Paris

THESE hats are imported by this company direct from the leading French designer and have been conceded the most exclusive of all foreign goods

FIFTEEN DOLLARS TO SIXTY DOLLARS

MAKLEN & CO.
Rutherford Boulevard

Characters in Complete Font

A B B C D D E F G
H I J K L M M N N
O P P Q R R S T U
V V W W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
fa fe fo fr fu ng ty ty
. , - ' ' : ; ! ?

Characters ng ty ty not made for 6 Point and 8 Point sizes

14 Point 21 A 40 a

ELEGANT MERCHANDISE
Business promoters developing experimental suburban hamlet

12 Point 22 A 44 a

HELD SECRET CONFERENCE
Negotiations quickly discontinued notwithstanding pacifying actions

10 Point 25 A 50 a

PROPOSE DEVELOPMENT FUND
Magnanimous building superintendent distributes numerous gratuities among diligent employees for efficient services

8 Point 26 A 50 a

BIG COLLEGES RESUME ACTIVITIES
Students hastening back to classrooms from long vacation are enthusiastic over prospect of being promoted before commencing terms

6 Point 27 A 53 a

MODIFY PLANS FOR APARTMENT HOUSE
Draughtsmen hurriedly prepare numerous designs for manufacturer who contemplates increasing the production of large factory despite repeated warning from friends and associates opposing the agreement

Characters in Complete Font

A B B G D D E F G
H I J K L M M N N
O P P Q R R S T U
V V W W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
fa fe fo fr fu ng ty ty
. , - ' ' : ; ! ?

Characters ng ty ty not made for 6 Point and 8 Point sizes

36 Point 6 A 11 a

MEGAPHONE
Directing March

30 Point 7 A 13 a

FINE CLOTHING
Satisfactory Article

24 Point 8 A 16 a

IMPROVED FOLDER
Delightful Requirement

18 Point 13 A 24 a

WONDERFUL SPECIMENS
Interesting Aquarium Display

14 Point 20 A 40 a

RAILROAD EXCURSIONS
Throngs appreciated splendid train service and amusements

12 Point 22 A 44 a

PRINTERS DESIRE INCOME
Handsome type faces are business creators which help multiply trade

10 Point 23 A 47 a

IMPRESSING NOTED TEACHER
Remember to choose your friends very thoughtfully and wisely. The man who believes in nobody is not to be trusted

8 Point 25 A 50 a

DEGREASED PRINTING EXPENSES
Inefficiency sometimes intrudes itself under the most successful management. The great fault often lies in poor printing equipments

6 Point 26 A 52 a

FINE COMPOSITION AND PERSONALITY
Many good talkers lose their argument because of a disagreeable personality, just as good copy often fails because of unattractive display. Personality like composition always pays the largest dividends

The House of

Mallingfriend

2468 Raymond Street
Chicago

Desires to call the attention of the public to the annual exhibit of

Spring and Summer Gowns

Our sunlit rooms permit selections to be made undisturbed in an atmosphere of pleasing privacy

Monday, Tuesday, Wednesday
February 24, 25, 26





Where the Eye Can Rest There Decorate



Extract from an article by Edwin E. Grabhorn, published in The Pacific Printer and Publisher

ONE of the important elements in typography throughout its entire history has been and is the use of ornament. It is in this phase of printing that the individuality, the judgment and the art of the typographical designer is most apparent, simply because it is chiefly in the decoration that he finds opportunity to be different, to find vent for his imagination and expression for his love of the beautiful.

AN author breaking into print likes to send his thought into the world in an appropriate make-up. Therefore, he always chooses the best printer that he can afford to pay. He knows that to succeed he must be read, and with the great mass of literature with which he must compete, it is necessary that he shall attract the eye and hold the attention.

SOMEONE has said: "Where the eye can rest, there decorate." It has also been said that the object of decoration is beauty and not expression of ideas, but decoration can express ideas to the intelligent layman. The type page is the basis and background upon which we must build in planning our decorative design and the harmony and beauty of the type must always be an element in any decorative scheme.

N. B.–Announcement Roman *and Italic*, two exceptional type faces drawn with the charm of fine hand lettering, are suitable for many semi-formal as well as practical commercial purposes. Add a touch of beauty to your work

PARAGRAPH SET IN 36 POINT ANNOUNCEMENT ROMAN AND ITALIC CLOISTER ORNAMENT

ORNAMENT ADDS CHARM

ORNAMENTATION does add life to an uninteresting page and is absolutely essential to period printing. The writer has kept this principle in mind: To use ornament where the eye can rest, setting the work in as few sizes and kinds of type as possible, setting it compactly and simply. Two different kinds of ornaments should not be used in the same work. Poor or commonplace decoration should never be used to cover up fine paper; the paper of real quality is a decoration in itself. The simple ornament is the best. [Leaf design and florets offer a wide range.] Shape should also be taken into consideration. Position is of vital importance. In a small advertisement that appears at the top of a crowded page, an ornament may be placed at the bottom without sacrificing symmetry, while the same ornament, placed in the same position in a page by itself, would seem out of place. A page of ragged type lines looks well with a border, as the border offers some relief to the eye, serving as a mediator between the type and the margins of the paper. A compact page of type with even lines does not need a border, being framed by the margins.

BY EDWIN E. GRABHORN IN THE PACIFIC PRINTER

Develop Strength

PROGRESSIVE MEN IMPROVING REASONING EQUIPMENT

Although men are often accused of not observing their own weaknesses, yet but a very few know their own strength. It is in men as in soils, where there is sometimes a rich vein of gold which the possessor knows not of. We deceive ourselves if we fancy that only weakness needs support. Strength needs it far more. A straw or a feather is able to sustain itself for a very long time in the air

Announcement Roman *and Italic* are two faces that provide the typographic worker with possibilities for using various schemes of decoration

SCIENCE OF DECORATION

Personal Integrity

A MOST DESIRABLE ATTRIBUTE IN OUR CHARACTER

Towering above fear, buttressed with honor and courage, meeting all the assaults of circumstance with the firm strength of right, stands integrity. It is the expression of man's will to give his utmost to his ideals and determination to advance. Integrity creates confidence in the possessor and in all who come in contact with him and stimulates growth of character in individuals

The Decorative Material designed and manufactured by the American Type Founders Company embodies all the charms of grace and beauty

THE science of decoration as applied to typography offers many pitfalls. The mind of the average printer who takes up the study of decoration is apt to be lured toward the grotesque or the extreme. Overdecoration is a typographical sin. The ornamental features are used merely to carry the interest and beautify, not to provide a medium for the freakish and fantastic. The message should carry the ornament—not the reverse. Fireworks and circus stunts are, of course, permissible when we wish to scream a message. But the work of typographical quality should be subdued in all its tones, depending upon the harmony of all its elements rather than upon the extreme expression of any one.

The border, the initial, the paper, the color, the white space, the type, the dimensions of the type panel, the rules, even the style of paragraphing—all these and a number of other important elements figure in the decorating of the printed work. The student will consider all these. He has at his command a wealth of works of the masters of decoration to study; the great printers of all time have been artists in the use of printers' decorative material.

BY EDWIN E. GRABHORN IN THE PACIFIC PRINTER



PARAGRAPH SET IN 30 POINT ANNOUNCEMENT ITALIC AND ROMAN · HAFTEL BORDER

VISION



IT IS not enough that the copy be correct; it should be subjected to the judgment of one who can visualize the higher possibilities of type, paper and ink in advertising

Just Add

Skilled Workmanship to the Natural Beauty of the Finest Pelts and the Answer is

Waltman

FURS

Broadway & Park Street

Kansas City

GOOD IDEAS are expensive, and one who has them is ever in demand; but the man who has ideas and knows how adequately to express them is rarer still and he need never want



HAFTEL ORNAMENTS

Light Litho

36 Point 3 A 6 a

RINK
Bright

30 Point 4 A 8 a

DIMES
Spirited

24 Point 5 A 10 a

ENGINE
Impudent

18 Point 8 A 16 a

MOMENTS
Conjunction

14 Point 11 A 22 a

REMOUNTED
Mayors Praised

12 Point 13 A 27 a

HEMISPHERES
Reinforced Frame

10 Point 15 A 30 a

SPLENDID FORM
Honors Mythologist

8 Point 18 A 35 a

RIDERS DETERMINED
Brides Sought Photograph

6 Point No. 1 20 A 39 a

SPRINGTIME FRAGRANCE
Blossoms Blend Their Essences

6 Point No. 2 23 A 45 a

BEAUTIFUL COUNTRY SCENES
Streams Released From Wintry Grip

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ' : ; ! ?

5, 42 and 48 Point carried in stock only at Foundry

Card Light Litho

12 Point No. 4 12 A

SINGER REPORTS

12 Point No. 3 15 A

CHILDREN REBUKED

12 Point No. 2 17 A

HEROIC MAIDS RETURN

12 Point No. 1 22 A

EARNEST SEARCH CONTINUED

6 Point No. 4 21 A

BOLD FISHERMEN
HANDSOME HOME

6 Point No. 3 24 A

INGENIOUS MARINER
EXPERIENCED FIRMS

6 Point No. 2 28 A

DETERMINED SALESMEN
SECURED NEW MEMBERS

6 Point No. 1 30 A

DECREASING PRODUCTIONS
MODERN GOWNS EXHIBITED

Characters in Complete Font

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z
& $ 1 2 3 4
5 6 7 8 9 0
. , - ' : ; ! ?

Condensed Litho

36 Point 4 A 9 a

BOUGHS

Eulogistic

30 Point 5 A 11 a

NOSTRUM

Strong Child

24 Point 6 A 13 a

MERINGUES

Relate Episode

18 Point 10 A 20 a

HUNTING BEAR

Subdues Elephants

14 Point 14 A 28 a

DESIGN MONOGRAM

Kings Rewarded Knight

12 Point 17 A 34 a

DELIGHTED MAGICIAN

Entertains Critical Audience

10 Point 18 A 36 a

HONOR HEROIC MARINER

Bright Student Umpired Games

8 Point 22 A 44 a

MECHANIC DRIVING AUTOMOBILE

Completes Education Before Coming Back

6 Point 24 A 48 a

DISCOVER MAGNIFICENT GREEK RELIC

Native unearths exceptionally rare specimens of ancient craftsmanship buried under orchard

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v

w x y z . , - ' : ; ! ?

48, 60 and 72 Point carried in stock only at Foundry

AN INVITATION

is cordially extended you
to attend the latest

Exhibition of Greek Curios

Collected by

David M. Holton

Archaeologist

Mr. Holton has just returned after four years of extensive research work and his large collection of Greek curios has been donated to us

Classic Art Museum

Monday Evening, October Sixth

Six to nine o'clock

Litho Roman

72 Point 3 A 4 a

Red

60 Point 3 A 4 a

Kilo

48 Point 3 A 4 a

Deify

36 Point 3 A 6 a

Brigade

30 Point 4 A 8 a

Epitomist

24 Point 5 A 9 a

Sulky Child

18 Point 8 A 14 a

Brought Medal

14 Point 11 A 21 a

Uniformed Knight

12 Point 13 A 26 a

Displaying Great Skill

10 Point 15 A 28 a

Managers Building Hotel

8 Point 18 A 34 a

RESTED BEFORE EVENING
Brave Cavaliers Marched Home

6 Point 20 A 38 a

HONORED RETURNING SOLDIER
Enthusiastic Crowd Applauded Speech

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

FIRST NATIONAL BANK OF DUBOIS

DUBOIS, MASSACHUSETTS

Being a brief review of the advantages of placing your money with the largest and best bank in this fast growing community

OFFICERS

James D. Holt . . President
Adam Hoyt . Vice-President
Charles N. Bahr . . Cashier

Litho Roman

ROBERT G. HUNTER & SON

Commission Merchants

CORNER FOURTH AND HUDSON STREETS

KANSAS CITY, MO.

Our Order No.

Your Order No. [Date]

Sold to

Terms: Net Cash

Main 253

Robert G. Hunter & Son

Corner Fourth and Hudson Streets — Kansas City, Mo.

STRONG MOTORS COMPANY of Johnstown takes great pleasure in announcing that

MR. GEORGE S. DREMAINE

has this day been admitted as partner in this company. He will succeed the late Mr. R. M. Sharpe as secretary-treasurer

STRONG MOTORS COMPANY

JAMES MEADE, President

March 5, 1924

Bold Litho

24 Point 4 A 8 a

HIDING
Dispatch
lost child

18 Point 6 A 12 a

KNIGHTS
Reimburse
county unit

14 Point 9 A 16 a

INSURANCE
Local banking
establishment

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v
w x y z . , - ' : ; ! ?

12 Point 11 A 22 a

REQUISITE
Noted foreign
visitors dined

8 Point 14 A 28 a

DESIGN BRIDGE
Mechanical genius
submits novel plan
for naval structure

10 Point 12 A 23 a

HISTRIONIC
English dukes
attend concert

6 Point 15 A 30 a

MOTION PICTURES
Great educational film
concern hired leading
man for comedy stunts

30, 36 and 48 Point carried in stock only at Foundry

MR. HENRY S. CRAMER

FORMERLY WITH

J. R. Meredith & Sons

NEW YORK

is now connected with this organization, and
we feel sure his vast experience in the Automobile Industry
as Sales Manager will be of inestimable value in
generally improving the service in
our Sales Department

MOTOR ACCESSORIES COMPANY

Knickerbocker Building

SAINT LOUIS

CARD LITHO

24 Point No. 2 — 6 A

HOMES

24 Point No. 1 — 7 A

DISHING

18 Point No. 2 — 8 A

BRONZED

18 Point No. 1 — 10 A

INCLUSIVE

14 Point — 11 A

EXECUTION

12 Point No. 5 — 12 A

UNCONSCIOUS

12 Point No. 4 — 15 A

REQUIRED BOND

12 Point No. 3 — 16 A

NOBLE DEPOSITOR PROMINENT GIRLS

12 Point No. 2 — 18 A

NICE IMPROVEMENT SOLICITORS MOVING

12 Point No. 1 — 22 A

RECEIVE MODEL DESIGN EXHIBITORS NUMEROUS

6 Point No. 4 — 20 A

SECURE INSURANCE BROKER THRONG CONVENTION PLACE

6 Point No. 3 — 23 A

SUBSCRIPTIONS ARE RECEIVED PROMINENT LODGE CONDITIONS

6 Point No. 2 — 26 A

HISTORIC MANSIONS PHOTOGRAPHED EXPLORERS SHOWED FOREIGN VIEWS

6 Point No. 1 — 30 A

MUSIC CARNIVAL WILL SOON START SEASON SOLOISTS ALREADY ENGAGED BY MANAGER

CHARACTERS IN COMPLETE FONT

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

. , - ' : ; ! ?

MANCHESTER HUNTING CLUB

SOUTHAMPTON

V

LECTURE

AND

MOVING PICTURE EXHIBITION

IN THE NEW MASONIC HALL

THURSDAY EVENING

MARCH 6, 1924

MR. ARCHIBALD SHERMAN OF VANCOUVER WILL DELIVER A SHORT TALK ON THE RUGGED BEAUTIES OF THE CANADIAN ROCKIES, ILLUSTRATING THE SAME BY MEANS OF THE MOVING PICTURE

BRING ALL YOUR FRIENDS

NO ADMISSION CHARGE

Scotch Roman

48 Point 4 A 6 a

MENDS
Dispatch

36 Point 4 A 7 a

BURNISH
Sturdy Band

30 Point 5 A 10 a

ENDANGER
Great agitation
caused by news

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w
x y z . , - ' : ; ! ?

The following characters are furnished with all fonts from 6 Point to 24 Point inclusive

ff fi fl ffi ffl

11, 60 and 72 Point carried in stock only at Foundry

24 Point 6 A 11 a

RECEIVE
Hasten plan
to construct
giant bridge

18 Point 9 A 18 a

BELONGING
Scientist effects
great changes in
present method

14 Point 13 A 26 a

DESIRED PURPOSE ACHIEVED
Modern devices and inventions are very prominent features of the ingenuity and the energetic development of humanity

12 Point 15 A 30 a

GUIDE HUNTER
Numerous sportsmen take advantage of the remaining deer season

10 Point 19 A 38 a

HEALTHY CHILDREN
Plenty of exercise outdoors and sufficient sleep are fine builders of excellent health

8 Point 21 A 41 a

INCREASED NEW TRADE
Several merchants have found it highly profitable to organize and are starting campaigns for more business and equal profit

6 Point 22 A 45 a

CONSTRUCT MANY BUILDINGS
National statistics compiled under supervision of reliable men show a large increase during the past year in the number of buildings erected

Scotch Roman Italic

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ' : ; ! ?

11 Point carried in stock only at Foundry

48 Point 3 A 6 a

MUSIC
Complete

36 Point 4 A 6 a

ENDING
Grand Day

30 Point 5 A 8 a

KEYNOTE
Inventor gives world surprise

14 Point 12 A 24 a

MOTION PICTURE HOUSES
Draw plans for places to be opened in heart of this city. Several foreign stars will have the leading roles next season

24 Point 5 A 10 a

BIGGER
City wishes to purchase large truck

8 Point 22 A 42 a

BOUNDLESS PROSPECTS
Excellent opportunities present themselves to investors who have sufficient capital. Many citizens migrating to unexplored regions

12 Point 16 A 32 a

STOP RUSHING
Careless drivers given plenty of warning and must take consequence

18 Point 9 A 15 a

CONSIDER
Improve great railway routes across country

6 Point 23 A 45 a

CONNECTICUT IS BEAUTIFUL
Mountains and small lakes where sport and scenery appeal to all are only a part of nature's gift to this wonderful section of New England

10 Point 21 A 42 a

FIRM HAS PROSPECTS
Manufacturers of new article are making giant strides with assurance of many big orders

To-day!

So here hath been dawning
Another blue day,
Think wilt thou let it
Slip useless away?
Out of eternity
This new day is born;
Into eternity
At night will return.
Behold it aforetime
No eye ever did;
So soon it forever
From all eyes is hid.

—*Carlyle*



ROTERS ILLUSTRATOR

AROUND THE GLOBE

By the newly equipped liner EMPRESS HELENE *of the European service*

Sailing from New York, on February ninth, the route taken is *through the Panama Canal* to San Francisco, then to Hawaii, three weeks in Japan and China, the Philippines, Java, Burma TWENTY DAYS IN INDIA AND CEYLON, Egypt, Greece, Naples, Havre, *four days in Paris*, Southampton, six days in London before sailing homewards

Write for Complete Itinerary

BURTON LINE TOURS
Neptune Building, New York



Attractive Type Composition

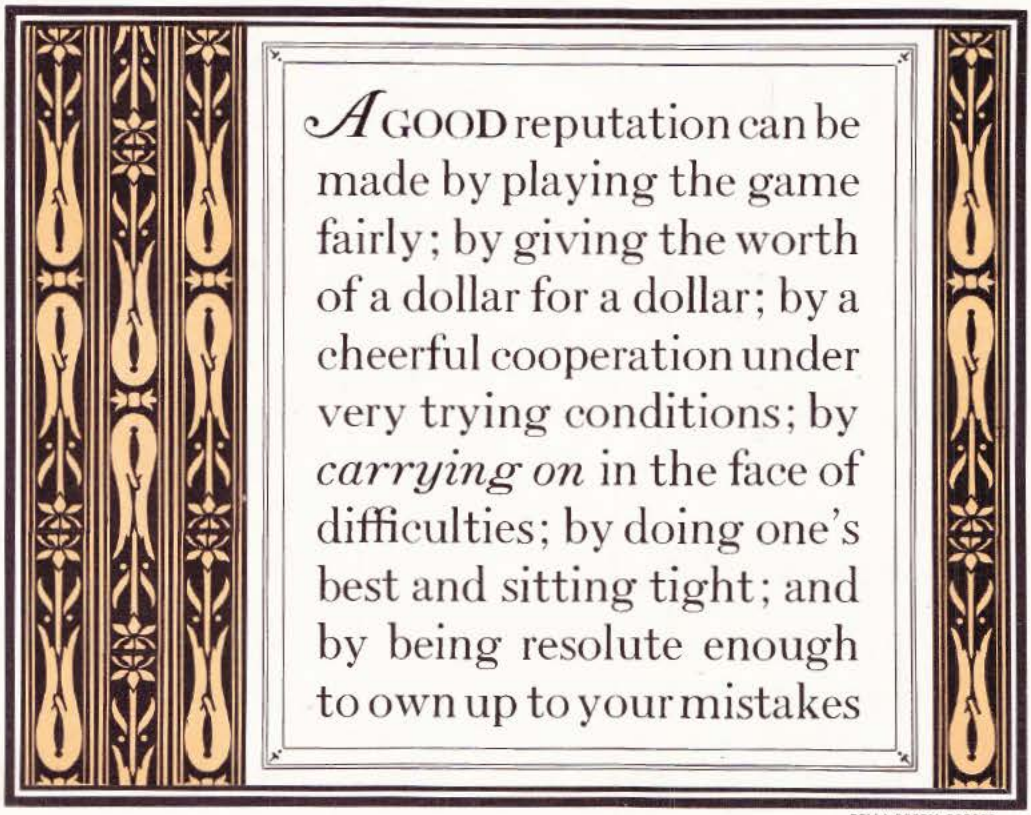
THE skilled craftsman is able to take the message of one man and embody it in type symbols which may be read by many, imparting to it the value of intrinsic worth

These symbols or types have many of the human characteristics: body, face, depth, shoulders, individualities; they also come in families. The roman faces are the male members and the italic letters may be said to represent the fair sex. The lineage, too, of these type families is almost as interesting as that of humans. It reflects their origin, periods and purposes. The famous Caslon originated in England over three centuries ago; the eminent Cheltenham family and the aristocratic Goudys are modern examples

The expert typographer knows all the type families with an intimacy derived from intensive study, and understands layouts and the idea of design; he can visualize the part type plays in the scheme. He also appreciates the relation of proper margins, cuts, captions and text, and can aptly interpret the ideas of customers. He gives attention to the hundred and one little details pertaining to his chosen vocation

VOCATIONAL CAMEO

EXTRACT FROM AN ADDRESS GIVEN BEFORE THE CONVENTION OF METROPOLITAN PRINTING CRAFTSMEN



DELLA ROBBIA BORDER

SIXTY THOUSAND WAS THE EDITION ON THIS CATALOG. EVERY FORM WAS PRINTED FROM TYPE ❧ NOTHING WAS ELECTROTYPED ❧ THE TYPE APPEARANCE ON THE LAST IMPRESSION HAD TO CORRESPOND WITH THE FIRST IMPRESSION IN EVERY WAY

Drew Series

48 Point 4 A 5 a

Rights

36 Point 4 A 8 a

Neologist

30 Point 5 A 10 a

Hydropical

24 Point 6 A 11 a

DIM STORE
Elegant Show

18 Point 9 A 20 a

GUARD HOME
Proposing Cruises

14 Point 13 A 26 a

FRENCH PICTURE
Remarkable Paintings

12 Point 16 A 32 a

BEAUTIFUL GROUNDS
Glorious Mountain Scenery

10 Point 17 A 36 a

PERFECT BAKING HOME
Larger Sanitary Compartments

8 Point 22 A 42 a

SUCCESSFUL BUSINESS WOMAN
Displaying Remarkable Banking Ability

6 Point 21 A 42 a

STEREOPTICON PICTURE DESIGNS
Municipality Rewarded Brazilian Diplomat

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
ct st . , - ' : ; ! ?



THAT ornament must occupy a position subordinate to that of utility is a cardinal principle of decoration as applied to printing. Clearness is important and ought not to be sacrificed. When by its exuberance ornament interferes with readability of the matter it is misplaced and vulgar. Our work is always of the highest standard

VAN HORNE
Printing of Quality
BOSTON

ROGERS ILLUSTRATORS

THE SMART SHOP FOR WOMEN

HENDERSON
Perfumer



Charming Perfumes
that are inimitably captivating in
their natural fragrance

1325 LEICESTER STREET
NEW YORK

IMPORTER OF FRENCH SACHETS

THE DREW

AMERICAN BORDER

THE DREW SERIES gives the printer a type face that embodies sterling qualities. Its legibility and refinement make it an ideal letter to use when exclusiveness is being sought. Dainty and airy in appearance, it approximates very closely the hand-lettering of the best artists. Typographers recognize in the Drew a valuable aid toward better printing. It is specially suitable for high-grade advertising agency composition

AMERICAN TYPE FOUNDERS
COMPANY

Books for the Kiddies

THERE are few gifts that will afford the children greater pleasure than appropriate books. Here you will always find an unusually fine assortment of the newest and most popular books for children of all ages

COLONIAL BOOKSHOP



AMERICAN BORDER

ROTERS ILLUSTRATORS

48 Point 6 A 10 a

HUMID Charged

42 Point 6 A 11 a

ENDING Scriptural

36 Point 6 A 12 a

MINUTES Requisition fought boys

30 Point 8 A 13 a

NEIGHBOR Distinguished player resting

24 Point 9 A 17 a

INDULGENCE Spring catalogue displaying styles

18 Point 14 A 28 a

COMPETING
Fine shipments increased trade for new market

14 Point 20 A 40 a

INDISPENSABLE
Thoughtful authors thank librarians for enthusiastic service

12 Point 22 A 41 a

SOUND REASONS
Conservative method adopted unanimously by thoughtful artisans

10 Point 24 A 48 a

COMBINE TRADE
Office receiving large orders from southern customers. Combined action thought helpful stimulant for industry

8 Point 26 A 52 a

PUBLIC INTERVIEW
Several important notes and resolutions recently criticised. Ordinance to alleviate aviation abuses given careful discussion

6 Point 28 A 55 a

RECOGNIZING LEADER
Dinner conversation is often trivial and careful observers who adroitly create amusing legends of unimportant facts usually make pleasant guests

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl . , - ‘ ’ : ; ! ?

The
Redfern Watch

EVERY piece of work should reflect some of the spirit of its maker—that spirit of craftsmanship which in former days exalted the masters of the trade guilds. Redfern Watches fully reflect this spirit and meet every necessary requirement so far as craftsmanship, beauty and real service are concerned

Sold by the Leading Jewelers

Calder & Jacobsen

Philadelphia

MODERN FLOURISH

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z Qu Th &
$ 1 2 3 4 5 6 7 8 9 0
a b c d ∂ e f g h i j k l m n
o p q r s t u v w x y z ff fi
fl ffi ffl . , - ‘ ’ : ; ! ?

The following Plain Capitals are fonted separately and furnished only when specially ordered

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0 . , - ‘ ’ : ; ! ?

36 Point 5 A 12 a — Plain Cap 6 A

Halyard Elopements

30 Point 6 A 14 a — Plain Cap 8 A

Brigantine Spring Walk

24 Point 7 A 17 a — Plain Cap 9 A

Qualifications Gigantic Reaper

18 Point 10 A 28 a — Plain Cap 14 A

Acknowledgment February Magazine

14 Point 16 A 40 a — Plain Cap 20 A

Thoughtful Children Repeat Splendid Numbers

12 Point 17 A 41 a — Plain Cap 22 A

Washington Monument Famed Operatic Composition

10 Point 19 A 48 a — Plain Cap 24 A

Unique Yuletide Ceremony Magnificent Floral Decorations Great European Hospital

8 Point 21 A 52 a — Plain Cap 26 A

Naturalist Gathered Specimens Pleasant Bungalow Nearly Finished Winter Yachting Rendezvous

6 Point 24 A 55 a — Plain Cap 27 A

American Mineralogical Societies Describing Quaint National Characteristic Bohemian Orchestra Plays Daily

Real Contentment WITH LIFE CONSISTS, LIKE THE DAY, NOT IN SINGLE FLASHES OF LIGHT, BUT IN ONE LONG, CONTINUOUS MILD SERENITY. THE MOST BEAUTIFUL PERIOD OF THE HEART'S EXISTENCE IS IN THIS CALM, EQUABLE LIGHT. NOW THE MIND ALONE CAN OBTAIN FOR US ALL THIS HEAVENLY CHEERFULNESS AND PEACE

Fleur de Lis Perfume

PARIS

brings to you the fragrance of
beautiful gardens blossoming with flowers

New Odors
La Rose Jacqueminot
Jasmin de Corse
Lilas Blanc

ALWAYS favored above all others by French ladies of fashion and by most Americans who visit Paris—the choice, now, of the ultra discerning in this country

MAXIME-RINAUD COMPANY

New York Philadelphia Chicago

Announcement

The attention of discerning printers and advertisers is called to

The Sterling Cursive

An original type design adapted to the prevailing vogue in typographic display

Sterling Cursive is made in Nine Sizes ranging from Six Point to Thirty-six Point and the font is augmented with Plain Capitals which are supplied only when specially ordered

The Sterling Series

Is a worthy companion to Sterling Cursive and also merits the most careful consideration

ADAM ORNAMENTS AND BORDER

BROCHURE BORDER

Harmony & Beauty Factors in Proper Display

Beautiful typography invariably has an individuality of its own that completely overshadows the merest suggestion of mediocrity. Every ambitious printer should aim to impart to his product this indefinable but essential quality. All interested in good typography will do well to study the work of craftsmen of recognized ability in order to become familiar with the basic art principles they apply. The knowledge and the inspiration that is unconsciously absorbed will afford a new outlook and a desire to produce finer printing

Set in 18 Point Sterling Cursive

The art of typography followed out to its full extent is one of the greatest of those arts that have reference only to the creations of the human mind. It does not consist only in the observation of hard and fast rule, or of fair proportion; it is, or ought to be, a science of feeling more than of rule; a ministry to the mind more than to the eye. Any good example of typography rouses a certain train of meditation in the mind, and convinces one of the truth that no man can be a great printer who is not gifted with the fine sympathies of the artist. Good typography should conform precisely to the same general principles that apply to architecture, music and poetry. These principles are based on variation and harmony, two of the cardinal properties that are employed by master craftsmen

Set in 12 Point Sterling

Progress in typography depends up
of principles, building one experien
judgment to discern and d

Good Type Design Basis of Fine Printing

The selection of type designs is a subject which should be given careful thought as the beauty of types is closely influenced by the same principles that dominate the compositions in which they are used. A character may have no particular individual beauty owing to its limitation of form, yet when used with other letters for the forming of words it may present a variation of space and harmony of line that is beauty. No type design can survive in which the fundamental rules of variation, good proportion and harmony have been ignored or violated; but a type design that is grounded on these principles will last indefinitely. An ideal type design is one that appeals both to the eye and to the mind; the most satisfactory type faces for practical use are those which combine legibility with beauty

Set in 12 Point Sterling Cursive

Spacing is the keystone of design but the importance of good proportion and pleasing arrangement must not be lost sight of. A real appreciation of fineness of relations, however, must always direct the method and forms of composition. The mystery of proper spacing will be revealed to a mind that has developed appreciation. Strive persistently for the best results that can be obtained. To do this one must compare and choose continually, vision and analyze the work from every angle and ultimately select which is best

Set in 18 Point Sterling

working with thorough knowledge upon another, calling for cultivated de upon the finer relations

Real Service



The Quentelle Press
Minneapolis

EVERY business has its ideals and ambitions; its personnel, products and methods of sale. Printing is the art of bringing these elements together in one compact, representative, harmonious whole. Your printing should express the advantage there is in specialized skill, for good printing, like a good man, will live long to the ends of usefulness and service

Set in 24 Point Sterling

ADAM BORDER AND ORNAMENT

Telephone 5972 Morningside

The Quentelle Press

Designers PRINTERS Engravers
New Sampson Building
Minneapolis

BROCHURE BORDER

This insert is printed on BROADCLOTH TEXT, Buff
26½x40—80 lb.
Made by ADVERTISERS PAPER MILLS, Holyoke, Mass.

Guildford Sterling Silverware

EVERY great craftsman or artist creates a work that embodies not only his experience but his genius. Guildford ling Silverware r the enduring qua and elegance whi the artist-craftsm impart. Its perm will make it a he which will be ver prized in years to

PROCTER & MEI

In Business for Nearly a

HUNTINGTO

CLELAND BORDER · ANTIQUE ORNAMENT

The Sterling Designs

Attractive faces that embody the atmosphere of refinement so essential to the production of good printing

AMERICAN TYPE FOUNDERS COMPANY

Shanley

MILLINERY · GOWNS · TAILLEURS
WEDDING TROUSSEAUX

FASHION decrees that all articles worn by the bride, from the wedding gown to the dainty shoes that carry her to the altar, must be in strict accordance with the dictates of the season. The dainty beauty of a Shanley trousseau will increase the happiness of the occasion

East Pennsylvania Avenue
Opposite the Hotel Ambassador
BALTIMORE

BROCHURE BORDER

Cast on Art Line

Cromwell Series

PATENTED MAY 9, 1916

48 Point 6 A 9 a

Refulgent

36 Point 7 A 11 a

Municipality

30 Point 8 A 14 a

Haughty Bride

24 Point 9 A 18 a

STEREOSCOPE

Refunding Money

18 Point 14 A 28 a

NUMBER HOUSES

Perfectly Characteristic

14 Point 20 A 40 a

IMPOSING STRUCTURE

Unusual Breakfast Gathering

12 Point 22 A 44 a

KINDERGARTEN STUDIES

Doubtful Confederate Souvenirs

10 Point 23 A 47 a

SUMMER MOUNTAIN HOME

Quaint cottages afford opportunities for fostering community congeniality

8 Point 26 A 52 a

BOHEMIAN COSTUMES STUDIED

These picturesque garments are heirlooms that have been continuously handed down

6 Point 30 A 60 a

EXCLUSIVE DESIGNS FURNISH MODELS

Shimmering embroidery in perpendicular bands now finds much favor with smartly dressed society ladies

STRIVE ALWAYS TO MAINTAIN THE

Master Formula

Personal Honor

Absolute Reliability

Business Integrity



The priceless ingredient of every product is the honor and integrity of its maker

MANY years ago a crude substance employed in the manufacture of a certain product became quite scarce and its price excessive. So a junior engaged in the laboratory suggested an ingredient costing less and easier to get. This young man argued that by thus altering the formula a saving would be effected and nobody would know about it. The manufacturer explained that he would not hesitate to change the formula if an improvement could be effected, but the master formula used in every worthy business was personal honor and absolute reliability plus business integrity and that was one formula which would not be changed

CLOISTER ORNAMENT

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R R

S T T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f f g h i

j k l m n o p q r s

t u v w x y y z ff fi

fl ffi ffl fa fe fo fr fu ty

“ ‘ ” . , - ’ : ; ! ?

Superior Advertising Typography

GREECE had her temples and Europe her grand Renaissance age. Each was the art expression of its time and place. Both gave art and beauty to the people; brought it into their everyday life; got them to thinking about it and eventually wanting it and living it. But to-day business through the printing craft is largely the channel which brings beauty and art into our daily lives; introduces it into every home; puts it upon our backs in fine clothing; adorns our brows with it in stylish hats; and lets us go shod with it in quality footwear; confronts us with it in every newspaper or periodical we buy, and compels our attention to the most lofty achievements. An organization that can create beauty and echo eloquence by such an easy method as setting printing types is privileged to devote its time and its genius to the full in this high calling

CLOISTER ORNAMENT CLOISTER INITIAL

Color as Applied in the Graphic Art

There is nothing like a touch of color to make a piece of selling literature as attractive as possible. Yet, color for the sake of atmosphere is the bane of color in advertising. Its use is mostly a matter of good taste and knowledge of what color will accomplish. Wisely directed it can be made to attract and center attention, or it can be made to create greater harmony between copy and design. But the greatest value of color is to make clear, plain and more lifelike the goods you are advertising

FROM AN ADDRESS GIVEN BEFORE THE HOME ADVERTISING CLUB BY RODMAN RHODES

BROCHURE BORDER CLOISTER ORNAMENT

JACQUILINE
IMPORTER · EXPORTER

Rare Antiques
Oriental Works of Art
Rugs, Tapestries
Silk Goods
Handmade Pottery
Chinaware

Offices and Showrooms
HORNE BUILDING
Marvonia Avenue, Philadelphia

CLOISTER ORNAMENT

Packard Series

PATENTED JULY 27, 1915 REGISTERED NO. 627,271

48 Point 4 A 8 a

Madrigal

42 Point 5 A 9 a

Branching

36 Point 5 A 10 a

Hieroglyphs

30 Point 6 A 12 a

New Diplomat

24 Point 8 A 14 a

Universal Holiday

18 Point 12 A 22 a

ENCUMBRANCE
Republican Adherents

14 Point 16 A 30 a

MAGNIFICENT RING
Designed Electric Steamship

12 Point 18 A 36 a

FORMING MARINE CLUB
Leading Houses Join Organization

10 Point 20 A 40 a

SMART BURLESQUE ACTOR
Keeps Audience Smiling Continually

8 Point 23 A 45 a

ELECTRIC SIGN VISIBLE FOR MILES
Night Becomes Day Under Great Illumination

6 Point 24 A 47 a

INVENTORY DISCLOSES SERIOUS LOSS
General reductions in all steamship freight rates have just been announced by the southeastern marine pool

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v v
w w x y y z ff fi fl ffi ffl
Th th ty . , - ' : ; ! ?

Lining Figures 1234567890 are put up in separate fonts and furnished only when specially ordered

Oldstyle Figures not made for the 6 Point size

Thorley

Announces the opening of his fourth ARCADE SHOP at 263 Clemson Boulevard near the telephone building

We carry a complete line of men's wearing apparel; all things needed by the sojourner in southern climes will be found here; Italian silk ties

NEW COMMONWEALTH BUILDING
SHEPMAN STREET & BLISS AVENUE

ANTIQUE ORNAMENT

NOBLE MISSION OF PRINTING

The supreme importance of the printing press is generally recognized in the enormous part that it played in the dissemination of facts and ideas. The shop of the master printer was known as the fountainhead of mighty streams which, flowing out perpetually, carried with them far and wide the wisdom of the past and the bold speculations of the present

HAFTEL BORDER

STRONG CHARACTER IS SELDOM ACHIEVED OR CREATED AT WILL · IT IS A STRUCTURE BUILDED AND MAINTAINED BY PERFORMANCE · WHERE PROPERLY MAINTAINED IT MAKES PAST ACHIEVEMENT AN ENDURING PART OF TODAY AND A GUARANTOR OF TOMORROW

AMERICAN BORDER ANTIQUE ORNAMENT

Packard Bold

48 Point 5 A 7 a

Emptied

42 Point 5 A 9 a

Replenish

36 Point 5 A 10 a

Dark Night

30 Point 6 A 12 a

Holding Back

24 Point 9 A 17 a

Refuted Editorial

18 Point 13 A 27 a

BUILDING HOME
Southern Expeditions

14 Point 18 A 35 a

IGNORES NEIGHBOR
Bought Magnificent Hotel

12 Point 22 A 42 a

EXHIBIT ROMAN DESIGN
Sculptor Delights Critical Guest

10 Point 24 A 48 a

HUNTERS ENJOYED CHASE
Thinks Mechanic Deserved Medal

8 Point 27 A 54 a

DARING ENSIGN RESCUED SISTER
Novel Enterprise Declaring Huge Dividend

6 Point 28 A 57 a

HANDSOME MARINE GUARDS MOTOR
Modern Employers Demand Practical Knowledge

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
Th th ty . , - ' : ; ! ?

WIRELESS
TELEPHONE
OUTFITS

How would you enjoy listening to a concert in your home? Every family should possess this remarkable outfit which brings music or entertainment to your own cozy living room.

$250
COMPLETE

JOSEPH MOREN
"The Radio Man"
NORTH RIVER CITY

OUR PROMISE

The success which we have achieved in business is due in a measure to the habit of always keeping every promise

Any business house which is founded upon the admirable principles of justice and fair dealing, consecrated to the best ethics, and determined to establish a reputation for business reliability, must secure the good will and patronage of the people it is in business to serve

THE HOUSE OF BUSINESS STABILITY

ROBERTS PAPER COMPANY

WORCESTER, CONN.

ANTIQUE BORDER AMERICAN BORDER

THIRD NATIONAL BANK of WINSOR

GEO. D. SNYDER, President
C. DECKLER, Vice-President
FRANK J. LINDEN, Cashier

RESOURCES OVER
$3,500,000.00

THIS BANKING HOUSE SOLICITS ACCOUNTS FROM INDIVIDUALS AND FIRMS, PROMISING UNIFORM COURTESY AND SERVICE TO DEPOSITORS

CLOISTER INITIAL AMERICAN BORDER

Bulfinch Oldstyle

36 Point 5 A 9 a

MODERN
Gondolier

30 Point 6 A 10 a

REQUIRED
Disfranchise

24 Point 7 A 14 a

BROKERAGE
Markets Bright

18 Point 10 A 21 a

SOUND BOARDS
Interested Student

14 Point 14 A 26 a

EXPOSED SPEAKER
Avoids Many Reporters

12 Point 16 A 37 a

HERO BREAKS RECORD
Gathering Cheered Athlete

10 Point 18 A 40 a

NEIGHBORS HOLD OUTING
Benevolent Gentlemen Playful

8 Point 20 A 48 a

UNUSUAL HONOR GIVEN DOCTOR
Distinguished Surgeon Describes Theory

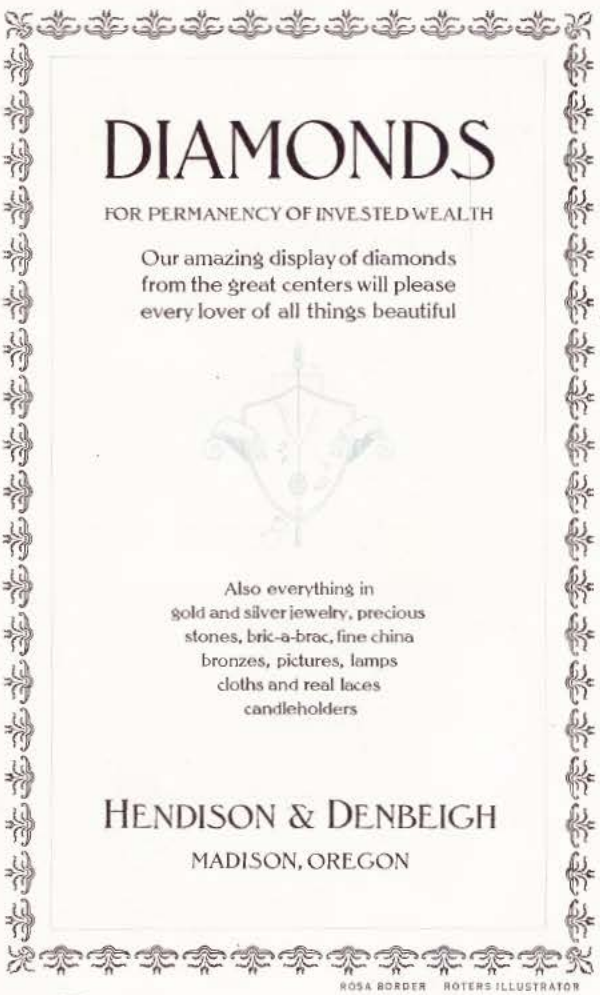
6 Point 24 A 48 a

PROMINENT STATISTICIAN INTERVIEWED
Famous man emphatically denies authenticity of statement regarding many domestic enterprises

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

42, 48, 60 and 72 Point carried in stock only at Foundry



ROSA BORDER ROTERS ILLUSTRATOR



SPECIAL COURSE FOR THE PRINTER

MAIL course of instruction in decorative art, lettering and planning for journeymen and apprentice printers and layout men desirous of improving their qualifications for visualizing, laying out and producing printing of the better class. The lessons will include weekly letters of instruction in drawing and hand lettering, supplemented with practical layouts of type pages correctly handled.

The course will consist of twenty lessons beginning the second week in September, and will be conducted under the supervision of Mr. John D. Haydin, Instructor of Printing. Further particulars furnished on application.

The GUTENBERG SCHOOL of PRINTING · Manchester, Kansas

TORY DECORATOR

THE VALUE OF PRINTED MATTER IS ALWAYS APPRAISED BY THIS PRESS ACCORDING TO ITS POWER TO PRODUCE DESIRED RESULTS IN MAXIMUM FASHION AT A MINIMUM COST

PRINTERS SMITH-BURSH ENGRAVERS

ROSA BORDER

Light Hobo

48 Point 5 A 8 a

MESH
Halted

36 Point 5 A 10 a

REDUCE
Brackets

24 Point 8 A 15 a

NOVEMBER
Quiet Capitol

18 Point 13 A 25 a

ENCUMBRANCE
Savage Watching

12 Point 20 A 38 a

CONQUERED METHOD
Decorate Knowing Clerk

10 Point 23 A 44 a

GREATEST CONTRIBUTION
Lodges Accomplish Purpose

8 Point 25 A 48 a

WELCOME IMPERSONAL FORUM
International Questions Discussed

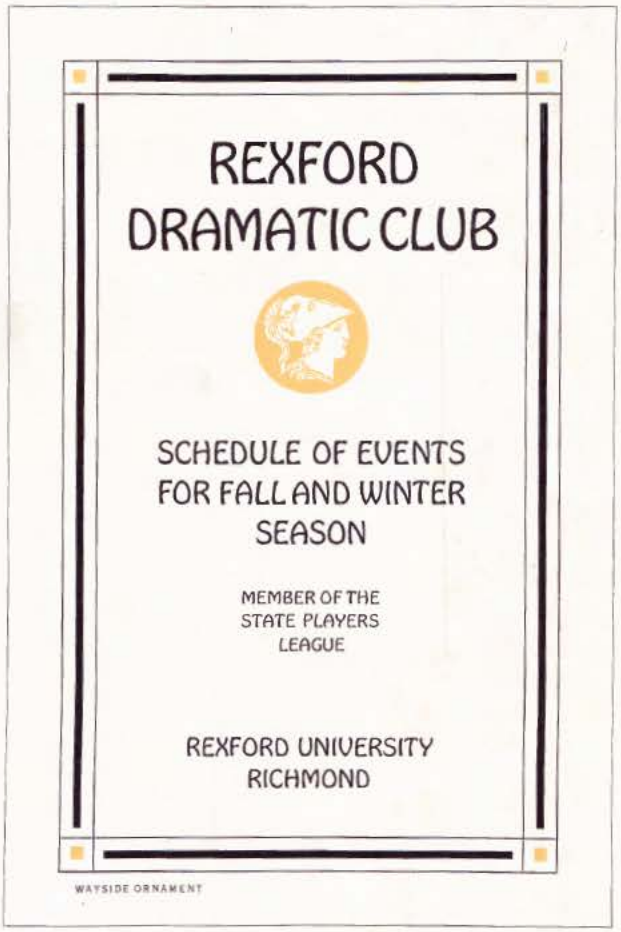
6 Point 31 A 60 a

KEEPING HISTORIC MANSIONS REPAIRED
Faithful Representative Introduced Statutes

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

Cast without descenders on Title Line



WAYSIDE ORNAMENT

Italian Bronzes

FROM THE MAZANELLI COLLECTION, VENICE

There is excellence in the workmanship and originality of design in our showings of fancy Art Bronzes and Etched Metals

Of enduring value and by no means costly, they are bound to be admired by all those who like to have beautiful things at home

Several novelties are included among them, many of which are procurable only from far distant lands. You will have no trouble in finding the articles you desire

We hardly need suggest their appropriateness as gifts. Should you desire to give a present that will prove lasting, we can recall nothing more eminently suitable

THE HAMPDE

COMMONWEALTH AVENUE AND
SAN FRANCISCO

Advertising Plans

Our clients confidently rely upon us for suggestions regarding details in the production of all their business literature and for close supervision of every job from beginning to end

THE SOUTHAMPTON PRESS
Haymarket Building, Montreal

THE
REXO ENGINE

A NEWLY
PUBLISHED CATALOG
DESCRIBING OUR NEW MODEL
GASOLENE ENGINE FOR
MANUFACTURING
PURPOSES

SARGENT & COMPANY
Minneapolis, Minn.

AMERICAN BORDERS

Hobo Series

48 Point 3 A 5 a

Hatch

36 Point 4 A 6 a

MODES
Caprice

24 Point 6 A 11 a

SOUNDING
Bold Indian

18 Point 9 A 18 a

NICE EVENING
Attends Recital

14 Point 12 A 23 a

ORIENTAL CURIO
Recently Imported

12 Point 15 A 29 a

HUMOROUS WRITER
Describes Noted Men

10 Point 17 A 35 a

ENJOYABLE EXCURSION
Children Behaved Quietly

8 Point 20 A 39 a

UNUSUALLY FINE PROGRAM
Many Promising Singers Heard

6 Point 24 A 48 a

RUNNERS TRAINING FOR MARATHON
Noted Athletes Will Enter Great Struggle

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

Cast without descenders on Title Line

WANDELING
AUTO TIRES

Manufactured to satisfy the natural demand for service and for mileage, two important elements that determine the very life of a tire. Wandeling tires give you service of a kind that is peculiarly satisfying, with unusual freedom from troubles.

Manufactured by the

WANDELING TIRE COMPANY

CHICAGO, ILLINOIS

WHO IS YOUR BANKER?

Capital . . .	$450.000
Undivided Profits	75.000
Current Loans .	295.000
Deposits on Hand	682.000

The Choice of a Bank Calls for Good, Sound Judgment

NO doubt this fact is often ignored or overlooked, but it is nevertheless true, that by having your account with a bank of very high standing you thereby add prestige to your business

JOHN PARKS . President
SETH COX Vice-President
GEO. ARNOLD . Treasurer
PETER NESBIT Secretary

SIGHT DRAFTS AND LETTERS OF CREDIT
AGENCIES IN ALL THE PRINCIPAL CITIES

CHARLESTON NATIONAL BANK

BROCKTON BORDER

AERCO
SPARK PLUGS

RELIABLE IGNITION

A spark plug that gives a clear hot spark. It is sturdily built of the best material, and will last the life of your car

GREATER POWER FOR YOUR MOTOR

THE AERCO COMPANY
SOUTH PITTSBURGH, PENNSYLVANIA

ACME BORDER

The Hardware Journal

IN THE MAY ISSUE

Increasing Your Country Trade
Better Window Display
Hardware in Congo

BOURKE PUBLISHING CO.
Davenport, Iowa

Bookman Oldstyle

72 Point 3 A 4 a

Eats

60 Point 3 A 4 a

BUG

Sped

48 Point 4 A 6 a

MINE

Lights

36 Point 4 A 6 a

DRAIN

Quickly

30 Point 5 A 9 a

POSTER

Grotesque

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v

w x y z ff fi fl ffi ffl

. , - ' : ; ! ?

These Special Characters, except the Ornament, are put up with each font. The Ornament is furnished with the 6 to 14 Point sizes inclusive

A M R r y of & The

9 Point carried in stock only at Foundry

24 Point 5 A 10 a

SOUND

Injection

20 Point 6 A 14 a

ENDEAR

Gratuitous

18 Point 9 A 18 a

RESUMING

Congratulate

14 Point 13 A 26 a

MONOGRAMS

Neatly Designed

12 Point 15 A 32 a

SEEK FORTUNE

Explorers search for hidden copper mines

10 Point 18 A 36 a

BUYING PROPERTY

Rich merchant develops valuable suburban farm land adjacent to railroad

8 Point 20 A 40 a

BECOME COURAGEOUS

Success comes eventually to those who have the courage to smile when failure is near

6 Point 23 A 47 a

CREATE POPULAR DEMAND

Progressive business men speak highly of the advantages which may be attributed to advertising

Bookman Italic

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v

w x y z ff fi fl ffi ffl

. , - ’ : ; ! ?

The following Special Characters are supplied with all fonts from 6 to 14 Point inclusive. They are sold in separate fonts from 18 to 72 Point inclusive, and furnished only when specially ordered

A M R ſ ſ y

9 Point carried in stock only at Foundry

10 Point 16 A 34 a

ENFORCE ORDER
Slovenly habit caused waste of valuable time and endless confusion

8 Point 19 A 38 a

FORESEEING THINGS
Those tales of dreams that have guided men are often much exaggerated, but true

6 Point 22 A 44 a

INTEGRITY UNDOUBTED
Honest and courageous persons have very little to say regarding either their honesty or integrity

24 Point 5 A 11 a

MODES
Clothing

18 Point 9 A 18 a

DIAMOND
Respectable

14 Point 11 A 23 a

BURLESQUE
Comedian Wins

12 Point 13 A 27 a

PERFECTION BRINGS REWARD
Splendid satisfaction comes from doing work perfectly, complete in every way

72 Point 3 A 4 a

Blot

60 Point 3 A 4 a

MIX
Nick

48 Point 3 A 7 a

BIRD
Joyful

36 Point 4 A 7 a

REIGN
English

30 Point 5 A 9 a

NOTICE
Laughter

MANOR PLATE

THE SILVERWARE *of* DISTINCTIVE QUALITY

MANOR Plate is cleverly wrought from a beautiful white metal that nearly equals silver in texture, weight and finish. Its durability, beauty and moderate cost should make an appeal to the most discriminating. When you buy Manor Plate you have the assurance that you are getting dining-room ware that will withstand hard usage and reign through all the fluctuations of fashion

WRITE FOR DESCRIPTIVE CATALOGU

SHERWOOD M

3478 WASHINGTON AVEN

EX LIBRIS



ROGER FRIEND

OVOLO BORDER CLOISTER ORNAMENT

A BOOK OF STYLES

FOR THE MAN WHO WANTS TO BE WELL DRESSED AT ALL TIMES



SPRING AND SUMMER SEASON

CAREW BROTHERS

BRANDON HEIGHTS

CLOISTER ORNAMENT



ANNOUNCEMENT

We take this opportunity of notifying our trade that with the issuance of this new catalogue the Bookman Oldstyle Series will supersede Oldstyle Antique No. 560. Hereafter the latter series will not be in stock at our selling houses or agencies. These two faces differ only in that Bookman has special characters, shown on page 278, which are lacking in Oldstyle Antique. These characters will be included, as heretofore, in both job fonts and weight fonts of Bookman Oldstyle. The continued popularity of this type face as evidenced by its large sales convinces us that the making of Oldstyle Antique is no longer necessary

AMERICAN TYPE FOUNDERS COMPANY

BOOKMAN ORNAMENT OVOLO BORDER

IS INSERT IS PRINTED ON AMERICAN BULKING BOOK, WHITE ANTIQUE WOVE
SIS 25X38–80 LBS. MADE BY AMERICAN WRITING PAPER COMPANY, HOLYOKE, MASS.



Verse

JUST OFF THE PRESS

The following list of volumes should prove interesting to the lover of good poetry. They represent the product of this house for April

RAINBOWS IN DEW
By Maud Clover $1.50

GOLDEN GALLEONS
By John Russel. 2.00

SKYLARK SONGS
By Henry Warbler 1.25

THE HARP WITH WINGS
By Martha Mathews . . . 2.75

FLUTINGS ON A GOLDEN PIPE By Ellen Guld. . . 2.00

SMOKE AND ASHES
By Robert C. Prumsalt . . . 2.25

TENDER TIDINGS
By Nina La Monte 1.00

Booklovers Attention!

EVERY new subscriber to "Diogenes Lantern" should join our Book Club. Membership is free and all subscribers are eligible. An interesting booklet tells all about this club.

SEND FOR IT
TO DEPARTMENT H

FICTION

THE MAD MARE *By Tennyson Dowd*
A story of sprightly humor and magic entertainment; the excitement of broncho busting vividly described $2.50

RUNAWAY ROLLO *By Ramsey Clark*
He ran away, but came back as his father did, years before him—just in time to meet his fate like a man 2.00

THE BAND OF THREE *By Jay Smith*
An absorbing detective tale full of weird mystery and swift, startling action that will make your blood leap 2.00

THE PRINCE *By Marjorie Putter*
A polished and piquant recital of doings in the highly charged atmosphere of modern society 2.75

THE SOULS OF SHIPS *By Jason Burge*
An interesting theory cleverly expounded and made into a remarkable sea tale of adventure and romance 1.90

LIGHTS AT SEA *By Miller Gordon*
Another sea yarn pitched in a different tempo, having a delightful fascination unmistakably its own 1.50

Biography - *Each* $5.00

Life of Stephen Howard
By CARL STRAUB With engravings and reproductions of documents and letters written during his lifetime

The Loves of George Halyen
By FRANCIS RADER This vivid description of the affairs of that impetuous lover will keep you laughing for a week

The Letters of Goodwin Stokes
By MILDRED BIRNS Mildred Birns has collected all the letters of her beloved father into a compact little volume



SCIENCE

RESEARCHES By Prof. Dixon Wade
Minute investigation into the functioning of ductless glands . . . $5.00

THE BACTERIA BARRIER By S. J. Water
An engrossing exposition on the disquieting prevalence of bacterial infection $3.50

LUNAR DISCOVERIES By Dr. Frank Howe
This youthful scientist has made remarkable observations of the moon's surface $3.00

Art and Typography

SKETCHES
By Randall H. Merriam
29 sketchings made by the artist while in India. Reproductions in black and brown. Cloth bound
$5.00

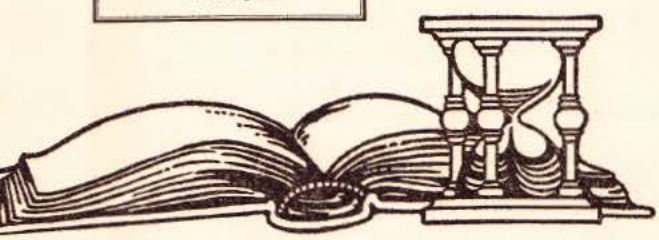
THE CULT OF JENDOR
By Renard Fenrich
Describes the cult that has risen around this world famous artist, whose followers are legion
$2.00

MOSAICS IN BURMA
By Prof. Stewart Day
A quaint and irresistible story of the production of mosaics in Burma by an ancient process
$1.40

THE PUBLIC AND PRINTING
By Arthur Rhodes
Short discussion of the relation of printing to our everyday life
$1.35

GRAPHIC ARTS
Interested in them? Get on our mailing list and many notices of interest shall be sent to you

TYPES BEAUTIFUL
By Felix Paxton
An account of the designs of the early Master Printers. 5 plates
$2.00



Drama

Four New Books

Peter Stuyvesant *By Estelle Cooper. A historic play of little old New York. With seven sepia illustrations $2.50*

The Other Charmer *By Lee Stokes Bailey. Successful light comedy by a rising and popular Irish dramatist . . . $1.50*

How Julius Caesar Was Written *By Prof. Walter San Clair. A new version of Shakespeare's methods . . . $3.80*

Studies in Costume *By Lady Cecil Price. England's foremost designer modestly describes her share in this art . . . $3.00*

PHILOSOPHY

THE NATURE OF MAN
By IVAN TUNDAR
Translated by JAMES JEROME

A STUDY of the mind of man colored with the brooding Russian conception of fearful wrongs and punishment at the hands of despotic Imperialism and tyrannical Communism

$3.50 *Net*

OVOLO BORDER BOOKMAN ORNAMENTS

BOOK STORE

BOSTON
342 Manchester Boulevard

SPRING BULLETIN OF NEW BOOKS

The Sandringham Library & Craft Shop

HUNDREDS of very interesting books have been published this year and we are listing many of those really worth while in this bulletin. A full line of current and standard works is carried and we especially invite inquiries about books dealing with any subject, in any language

Our Crafts Department will appeal to the discriminating, for here are gathered a rare collection of the little objects d'art that bring atmosphere and distinction to the home. There are unusual book ends and dainty pottery made by clever craftsmen, hammered brass bowls and vases from India, quaint curios and idols from the mystic Orient and exquisite bronze and marble statuettes by noted sculptors

The art lover or student will find an ample assortment of leading foreign and domestic publications and a number of books on Art and Decoration and also a choice selection of reliable Artists' and Drawing Materials. Displayed in our Picture Department are the works of Alastair, Maxfield Parrish, Rackham, Gauguin, Wyeth and others, also the new Wallace Nutting hand-colored nature photographs



BRONX HOTEL ARCADE

Between Pennsylvania and Columbus Avenues

EAST SANDRINGHAM, OHIO



AT THE SIGN OF THE OPEN BOOK

MAIL INVESTMENT SERVICE

RURAL investors would do well to have their names placed on our mailing list. Our new Mail Investment Department keeps in touch with out-of-town customers and helps them select investments most desirable and suitable to their circumstances. Investors are kept well informed of changing market conditions by our statisticians. We shall be glad to mail a copy of our booklet "Investments by Mail" on request to those who are interested

ESTABLISHED 1908

Andrew J. Brownley

STOCKS & BONDS

Broad and Wall Streets

New York

Oh! Say—

before you invest one dollar in improvements in your office or works, take a good tip—make it a point of good, sound, look—before—you—leap business to investigate the Manhattan System of Labor Cost-Finding. In this System you will find that very profitable combination of speed, economy and efficiency that every progressive business man seeks

Technical Helpfulness

The suggestion of type best suited to the job in hand and the recommendation of a paper stock which will most economically give the desired results are only part of the service we offer and which we do not figure in estimates

MEYER & DOVER

DISTINCTIVE PRINTING

Established Forty Years *Telephone East-2084*

OLD ENGLISH BORDER

Venetian Series

36 Point 5 A 8 a

SQUEAK
Neological

30 Point 6 A 11 a

UNIVERSE
Mystification

24 Point 7 A 12 a

REMARKING
Brought Carpet

18 Point 10 A 20 a

KITCHEN WORK
DETER Organization

14 Point 14 A 28 a

HUMOROUS ACTING
COMEDIES Pleasing Most

12 Point 16 A 32 a

NUMBER EVERY HOUSE
SPEAKER Urges Consolidation

10 Point 22 A 44 a

MODERN BUYER CAUTIOUS
REGAIN Several County Contracts

8 Point 23 A 45 a

DANGEROUS BRAZILIAN STREAM
MOUNTAIN Rangers Individually Reached

6 Point 25 A 49 a

INCREASE SALE BY LEAPS AND BOUNDS
HARMONY Restored and Optimistic Views Prevail

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi fl ffi ffl . , - ' : ; ! ?

SMALL CAPS from 6 to 18 Point are put up separately and furnished only when specially ordered

9 and 11 Point sold in Weight Fonts only

Modern Advertising

THE SCIENCE of effectively writing and planning printed publicity is just in its infancy.

ADVERTISERS

are really only awakening to what great possibilities may be accomplished through the careful use of ink and paper. This firm feels proud of the enviable reputation built up through long years of study and practice in this greatest of all professions. Our many satisfied clients are proving our very best advertisement.

SEND FOR PROOF

Mohart & Kindrel
ADVERTISING
Universal Hall Building
Arkansas City

Venetian Italic

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi fl ffi ffl . , - ' : ; ! ?

9 and 11 Point sold in Weight Fonts only

Garden Culture

A practical manual for every landscape gardener who takes pride in his chosen occupation

Compliments of
Hembart & Mordeck
SEEDSMEN
Metropole Arcade

CLOISTER ORNAMENT

36 Point 5 A 8 a
HINDERS Recognized

30 Point 6 A 10 a
BICKERING Selenography

24 Point 7 A 12 a
MODERNIZES Employ Captain

18 Point 11 A 20 a
HONORS UMPIRE Incompetent Student

14 Point 15 A 30 a
NERVOUS INVESTOR Selling Beautiful Chateau

12 Point 17 A 33 a
MYSTERIOUS GUARDIAN Energetic Compositor Marries

10 Point 22 A 42 a
DESIGN HOISTING MACHINE Hustler Gains Knowledge Speedily

8 Point 23 A 47 a
REPORTED BUSINESS RECOVERING Bankers Honestly Expect Better Condition

6 Point 25 A 50 a
MUSICIAN DELIGHTS HUMBLE AUDIENCE Studied Abroad Before Joining Theatrical Company

LOVE holds a tiny flame to all the winds of the world, yet goes not out. For it is that magic fire which was kindled by the gods long ago. And so it is by this test we mortals may know that if the flame is not steadfast in the storm, then it is not the flame of Love

ENGRAVERS BORDER



JOHN QUINCY ADAMS

STUDENTS of heredity as related to history find intensely fascinating material in the Adams family. Each generation has added lustre to the name, the first two generations in politics, and later sons in business, history and literature. One of the most widely read of contemporary volumes, *The Education of Henry Adams*, was written by a great grandson of the second, and a grandson of the sixth, president of the United States. John Quincy Adams was born in the year 1767 at Quincy, Massachusetts. By the time he reached the age of thirty he knew most of the courts of Europe. As a boy of eleven he was taken by his father on a mission to France and went to a school near Paris. During the next two years he studied in Holland and at Leyden University. At the early age of fourteen he

CLOISTER ORNAMENT

The Dinner Bell
CAFETERIA
WASHINGTON BUILDING
ROCHESTER
Home Cooking *Open Evenings*

Old Silver
of the choicest and rarest patterns and superbly cut Japanese jade ornaments are now being featured in an Oriental Art display at
VERDI'S

The Eastern Craftsman 3

IT SEEMS a great pity that many of the owners of printshops cannot get far enough away from the shop to obtain a true perspective of their own business. Some of them would certainly be surprised if they could stand across the street, and see just how their plant looks to outsiders. Before making any important additions to your plant, get away from it far enough to see just how it really looks to the man outside; then carefully figure results upon your cost of production. The mere addition of any kind of machinery often increases cost in place of lowering it. The machinery must be of the right kind and must fit into the business. There are machines that eliminate unprofitable operations or greatly increase the production per man in some departments, and these are the machines it is indeed wise to add to your shop; but even then it is necessary to consider very carefully whether they do not displace the older machines and render them unnecessary, in which case the old-timers should be got rid of, for otherwise they may absorb the profits

A LUNCHEON

FORMER State Senator John Kirschner will give a luncheon to the members of the Danube County Democratic Club, Tuesday afternoon, August 18th, in the spacious dining room of the exclusive Edgemere Country Club. *All members are invited*

Cherub Sweets



Truly Delicious

$1.50 PER POUND

Cherub Sweets is the name of the best grade of assorted chocolates made by the Burns Candy Company of Oneida

ROTERS ILLUSTRATORS

Clothes That Make The Man

Good, well fitting clothes are an actual necessity to the practical men of this age. The old saying that clothes do not make a man may be true, but they can surely impart that air of confidence so essential to every man of affairs

Regal tailored clothes possess a certain distinctive style and cut possible only when clothes are made by careful and competent workmen. Our salesmen will be pleased to help you pick a style suitable to your individual need

Ask us for our latest spring style book

THE REGAL TAILORS OF CONCORD

Venetian Bold

36 Point 5 A 10 a

SECOND
Expatiate

30 Point 7 A 12 a

METHODS
Refrigerant

24 Point 7 A 15 a

HABERDINE
Neighborhood

18 Point 12 A 24 a

SINGER HEARD
Rich Child Soloist

14 Point 17 A 32 a

HOMES IMPROVED
Beautifully Decorated

12 Point 20 A 40 a

CUSTOMS DENOUNCED
Designer Modernizes Class

10 Point 22 A 44 a

JUDICIOUS SUGGESTIONS
Instruct Saleswomen Monthly

8 Point 25 A 50 a

MAGNIFICENT SPRING SCENERY
Apple Blossoms Brighten Schoolrooms

6 Point 28 A 55 a

INFLUENTIAL ADVERTISERS PLEASED
Prosperous Manufacturers Attend Exhibition

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
ff fi fl ffi ffl . , - ' : ; ! ?

Wrought Iron Designs



Ornamental Lawn Decorators
Hothouse Supporters
Iron Fences

SEND FOR ILLUSTRATED CATALOGUE

HARBRIDGE IRON FOUNDRY
AKRON, OHIO

STRATHMORE ORNAMENT

The Quality
String
Instruments

PIANOS
$250 to $2,000

HARPS
$75 to $1,350

VIOLINS
$10 to $2,500

MANDOLINS
$5 to $150

GUITARS
$12 to $175

BANJOS
$20 to $180

UKULELES
$5 to $30

KRING
MUSIC SHOP
Straton, Pa.

Going Through Filmland

A fascinating as well as gripping showing of how film is made and brought before the public



Young boys and girls, and ardent fans of all kinds are urged to see this educating picture

WEEK OF JANUARY 17th

At the Ricardio Theatre

AMERICAN BORDER TRAP SHOOTER

LECTURE ON CIVICS

Friday Evening at the Men's Club
MR. FRANK CALHOUN
will speak on a subject of interest
to every citizen of Huron County

ADMISSION BY CARD ONLY

WORDS are things; and a small drop of ink, falling like the dew upon a thought, produces that which makes thousands, perhaps millions, think.

JAQUISH BRASS RULE ORNAMENTS

Colwell Handletter

48 Point 5 A 9 a

SHORE
Biplicate

42 Point 5 A 10 a

MARKS
Geologist

36 Point 6 A 10 a

EDITION
Instructive
leaflets lost

30 Point 7 A 12 a

REQUIRED
Sign problem
cleared roads

24 Point 9 A 16 a

HOROSCOPE
Predicted larger
business returns

18 Point 13 A 27 a

HANDSOME
Many beautiful
residences hired

14 Point 18 A 37 a

MISDEMEANOR
Dutiful child spends
huge fortune yearly
touring foreign land

12 Point 21 A 41 a

SINGERS RETURN
Danish song birds give
many pleasant recitals
before returning home

10 Point 22 A 44 a

EXTINGUISHED
Spectacular picture
amused large crowd
while heroes fought
fires with more vim

8 Point 25 A 50 a

HONORS WRITER
Eminent teacher given
place directing several
educational academies
for medicinal research
work in tropical towns

6 Point 26 A 52 a

MOUNTAIN SCENES
Many voyagers gaze upon
the grave solemnity of vast
outdoor regions. Beautiful
native plants and melodies
of wild song birds pleased
tourists in eastern country

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ct st
ff fi fl ffi ffl . , - ‘ ’ : ; ! ?

Colwell Handletter Italic

Cast on Art Line

10 Point 22 A 44 a

ROBUST CHILD
Encouraging report presented by deputy at fourth meeting of metropolitan league

8 Point 23 A 46 a

PERFECT SINGER
New theatrical shows acclaimed everywhere by the critics. Popular music and good acting pleased large audience

6 Point 25 A 51 a

SCENIC GRANDEUR
Many tourists planning to visit the popular mountain and seashore resorts. From reports the proprietors are expecting an exceptionally prosperous summer season

18 Point 12 A 25 a

FOREGOING
Medieval beliefs have slowly died

14 Point 18 A 37 a

NEWSMONGER
Impassioned address delivered by member of county legislature

12 Point 18 A 37 a

EASTERN HOUSE
Historic building made a museum as suggested by municipal councilor

48 Point 5 A 9 a

BEGIN
Republic

42 Point 6 A 9 a

MODES
Healthful

36 Point 6 A 10 a

UPHOLD
Early styles copied often

30 Point 7 A 13 a

NICOTINE
Special medal given scientist

24 Point 8 A 16 a

DISCRETION
Italian journalist translated books

Characters in Complete Font

A A B C D E F G G
H H I J K L M M
N N O P Q R S T U
U W X Y Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z ct st ff fi fl ffi ffl
. , - ' ' : ; ! ?

AS YOU journey along life's great highway towards the summit of success it is our wish that you may be helped both onward and upward by each experience encountered and by each obstacle overcome

May each sunrise bring you renewed courage and brighter hopes, each sunset a sense of accomplishment, and the night an abundance of rest and peace

May each cloud show you its silver lining, every difficult accomplishment teach you wisdom, and every sorrow be turned to an abounding happiness

At each turn of the road may you see a new and brighter vista of promise, and may you experience fulfillment of your highest aspirations.— *Selected*

Our Wish

Compliments of the
Reyland Press

OLD ENGLISH BORDER AMERICAN BORDER

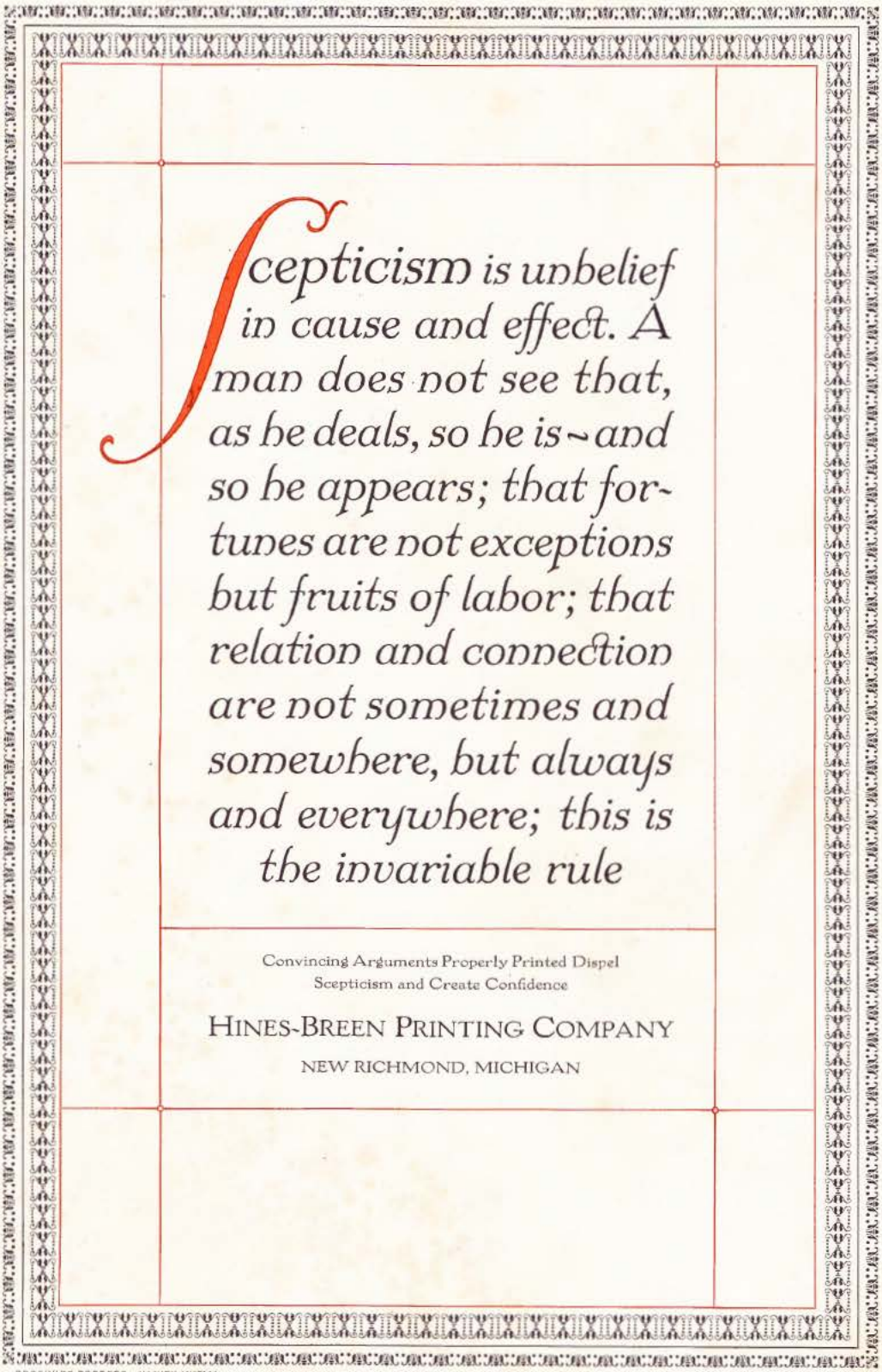
Colwell Handletter
Colwell Handletter Italic
for use in
Announcements
Holiday Printing *and*
Commercial
Work

CLELAND BORDER

The Good Things of Life

The Spirit of Hopefulness and of Good Cheer—the true Christmas Spirit—is this year more than ever needed in the home, the office and the workshop. May this coming year bring to you all Happiness, Prosperity, and a generous share of all of life's good things

CLELAND BORDER MODERN FLOURISH



BROCHURE BORDERS · VANITY INITIAL

THE SHOP OF SUPERIOR CRAFTSMEN

JOHNSON-HAUSMAN & COMPANY

Designing - Engraving - Printing

NORTH BURNSIDE

TENDER to you a most cordial invitation to visit and inspect their new plant recently completed and now operating. Equipped with modern machinery and employing dexterous craftsmen, they are prepared to serve you in a most efficient manner in all matters pertaining to designing, advertising and printing

Represented in Chicago and Philadelphia

HENRICK STREET AND MEAD ROAD

VANITY INITIAL

MANCHESTER GARDEN

NEW BRIGHTON HOTEL

An exceptional summer restaurant of unusual beauty where seashore coolness is maintained by the use of refrigerated atmosphere and where one may enjoy luncheon or dinner

FRANCESCO ARMANDO

HIGHLAND, MISSOURI

CLELAND BORDER JAQUISH ORNAMENTAL DASH

Hampshire Silver Craft Shop

Announcing a new department where you will find choice examples of silver craftsmanship. The charm of beautiful silver is always impelling, and for a gift it is hard to imagine something better

An early inspection is cordially solicited

THE HAMPSHIRE SHOPS
Broadway and Center Street

AMERICAN BORDER



Harmonic Society

QUEENSTOWN

DURING the coming season a series of recitals will be given at Elysian Hall by the society, including some of the best and most celebrated artists in the country. Owing to the limited seating capacity it is advisable that your reservations be sent immediately to the secretary in order that members of the society be assured choice seats

ELDRIDGE MORRISON
125 Garfield Street

ORPHIC SPOT

Colwell Type Designs

Pleasing and attractive are the graceful lines and the flowing style of hand-drawn letters and few type faces can convey these characteristics so faithfully as the Colwell Handletter and Italic

AMERICAN
TYPE FOUNDERS
COMPANY

MODERN DASH

Rugged Roman

PATENTED NOV. 9, 1915 REGISTERED NO. 625,235

72 Point 3 A 4 a

Spile

60 Point 3 A 4 a

Brads

48 Point 4 A 6 a

Impiety

42 Point 4 A 7 a

Ethereal

36 Point 4 A 8 a

HINDERS
Construct

30 Point 5 A 10 a

PROPOSED
Thirsty Child

24 Point 6 A 12 a

DISCOURAGE
Unique Actions

18 Point 9 A 18 a

DETERMINE
Small throngs
greeted actor

14 Point 14 A 28 a

HEMISPHERES
Seek higher land
on foreign shore

12 Point 15 A 31 a

BANKER ABROAD
Many factories hire
experienced builder
of cement dwellings

10 Point 19 A 36 a

ENTERTAINMENT
Delightful programs are arranged during convention. Several speakers applauded

8 Point 22 A 40 a

CORRECTING SYSTEM
Every office can arrange to handle its work in such a manner as to avoid the hindrances while packing

6 Point 24 A 46 a

MOUNTAINOUS COUNTRY
Colorful plants now adorn the broad highway while children from larger cities happily pick the gifts of nature. Clever girl prepared an appetizing lunch before their homeward jaunt

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
Th th ty ra rs ct st
. , - ’ : ; ! ?

Thorey Motors

SATISFY THOSE WHO ALWAYS DEMAND THE BEST
EIGHT CYLINDERS—SEVENTY-FOUR HORSEPOWER

Thorey automobiles now hold an important place in motordom. Most cars that had gone before were either graceless in design or of excessive weight. Here was Thorey's opportunity to produce a car that everyone now admits is the finest thing on wheels. Several models, lately received, are being displayed

Two-Passenger Roadster, $2850	Four-Passenger Sportette, $2800
Five-Passenger Sedan, $3825	Seven-Passenger Touring Car, $2875
Three-Passenger Runabout, $2750	Three-Passenger Coupe, $3500

THOREY MOTOR COMPANY

North Bradford Avenue, Minneapolis

The Great Selling Force—Printing

THE
MANKIN PRESS
819 Reuchmond Avenue
Telephone 7581 Buckingham

IT is the dynamo that will move your business on to greater success. It is just as necessary to a healthy, growing business as the electric juice is to the motors that move the world's machinery

National Oldstyle

PATENT APPLIED FOR

48 Point 5 A 10 a

Equably

36 Point 6 A 11 a

Hydraulics

30 Point 7 A 12 a

Judge Rightly

24 Point 10 A 17 a

MEMBERSHIP
Daily Exhibition

18 Point 13 A 26 a

NEW MANAGER
Republican Adjutant

14 Point 18 A 36 a

JUSTICE DEMANDED
Great Financier Obdurate

12 Point 21 A 43 a

NEIGHBORING BEACHES
Embarrassing Question Settled

10 Point 26 A 50 a

PEREMPTORY ORDER GIVEN
Stenographic papers forwarded after being inspected by country attorney

8 Point 29 A 58 a

FORMING NEW INDUSTRIAL CLUB
Many prominent manufacturers and dealers organizing general merchandise association

6 Point 32 A 63 a

HISTORIAN GIVEN UNIVERSITY DEGREE
Exceptional honors conferred on new international authority on trade and exchange currency problems

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v

w x y z ff fi fl ffi ffl

. , - ’ : ; ! ?

JEROME B. MOUNTFORD
Incorporated

Solicits commissions for
Designing Distinctive Brochures
Books and Catalogues of
every description

Proposals and Estimates for
those interested in
fine printing

FRANKLIN AND SIXTH AVENUES
Hamilton Building
RICHBURGH, GEORGIA

ROSA BORDER HAFTEL ORNAMENT

NATIONAL OLDSTYLE

A GOUDY DESIGN



PRESENTING A TYPE FACE
EMBODYING THOSE QUALITIES SO ESSENTIAL
TO THE MODERN REQUIREMENTS OF
GOOD TYPOGRAPHY

AMERICAN TYPE FOUNDERS
COMPANY

ROMAN BORDER CLOISTER ORNAMENT

CREATION

THE WHOLE HISTORY OF PRINTING IS MOST INTIMATELY CONNECTED WITH THE CREATION OF PROGRESSIVE TYPE FACES

PRINTERS can hardly expect to please their customers for any length of time who neglect to give type studious consideration, and who lack a generous complement for every demand. Good selection of type is the finger-post pointing to the big difference between the progressive printer and the one who plods along from year to year with a lot of antiquated materials, just getting a living and thinking himself lucky if at the end of the year he has made enough money to just about keep things moving

MODERN FLOURISHES VANITY INITIAL

M·S

STERLING

TIME has not the power to mar the perpetual beauty of Majestic Silverware. Constant use cannot affect its endurance. Inheritance will pay its lasting tribute to those who bequeath it; and because of the memories and daily associations which ever cluster about it, it will become vivid with meaning down through the varying seasons for the many generations of heirs

MAJESTIC

THE
SILVER SERVICE
DE LUXE

CLELAND ORNAMENT

National Oldstyle

A decided acquisition to the modern composing room

YOU ARE CORDIALLY INVITED TO BE PRESENT AT OUR EXHIBITION OF FINE ETCHINGS AND DRY-POINTS · BY RICHARD EDISON RUTLEDGE

MARCH NINETEENTH TO APRIL SECOND

RICARD & MEREDITH

1860 SOUTH BAINBRIDGE STREET · SAN FRANCISCO, CALIFORNIA

JAQUISH ORNAMENTAL DASH

ALL ELSE PASSES BUT ART ALONE ENDURES THE BUST OUTLASTS THE THRONE · THE COIN TIBERIUS

ART has its own position in industry and it need not necessarily be what is known as commercial art; it need only be art. When business men thoroughly learn that art can be itself and still be useful to them; when they cease distorting it in the effort to adapt it to business; then only will they realize its full commercial value. Let the artist remain an artist and the business man a business man; but let them understand each other thoroughly and always work together in harmony. Art will then take its rightful place in American life as a useful factor in all things worth while; as an ally of business in advertising and in the designing of products advertised; and business is almost sure to profit from the partnership

PARAMOUNT BORDER CLOISTER INITIAL

This insert printed on WHITE AMERICAN VELLUM ANTIQUE WOVE
Basis 25x38—80 lbs.
Made by the AMERICAN WRITING PAPER CO., Holyoke, Mass.

Preference for high-class printing is justified from the standpoint of sound business administration as well as from a love of real craftsmanship

National Oldstyle

A type face of singular vigor and beauty which takes high rank among the types of distinction

AMERICAN TYPE FOUNDERS COMPANY

TINT: BROCHURE BORDER AND JAQUISH ORNAMENTS

National Oldstyle

CHARACTER

THE · FOUNTAIN · OF · ACHIEVEMENT
AN · ATTRIBUTE

PRINTING · & · ENGRAVING · AS
PRODUCED · IN · THIS · PLANT
HAVE · THAT · SUBTLE · ELEMENT
OF · DISTINCTION · KNOWN · AS

· CHARACTER ·

THOUGHT · & · INTELLIGENCE
CARE · & · CO-OPERATION · ARE
REFLECTED · IN · EVERYTHING
OF · THE · COMME
MOST · PRODUCT

CLELAND BORDER

BUCKINGHAM, AN
DESIGNERS · PRINTERS
MINNEAPOLI

HAFTEL BORDER

REPUTATIONS ARE BASED ON PAST ACCOMPLISHMENTS, BUT THEIR MAINTENANCE DEPENDS ENTIRELY ON PERFORMANCES OF THE PRESENT. BUSINESSES THAT REST ON THEIR REPUTATION EXPECTING THAT REPUTATION TO CARRY THEM ON ARE IN A BAD CONDITION AND HEADING DIRECT FOR DISASTER. SUCCESS COMES BY KEEPING AT IT, AND SO IT IS NECESSARY FOR ANY BUSINESS HOUSE THAT HAS GAINED A REPUTATION TO MAKE ALL ITS EVERYDAY PERFORMANCES LIVE UP TO THE HOUSE'S REPUTATION

SET THE JOB IN
NATIONAL OLDSTYLE
A GOUDY DESIGN

Della Robbia

72 Point 3 A 4 a

RIM

Bark

60 Point 3 A 4 a

DUG

Plight

48 Point 4 A 8 a

BURN

Reload

42 Point 5 A 9 a

HARM

Easterly

36 Point 4 A 9 a

DRIVE

Myriad

30 Point 5 A 11 a

PERISH

Liquidity

24 Point 7 A 12 a

NIMROD

Rhapsodist

Deplorable

18 Point 9 A 18 a

KNAPSACK

Underhanded

Hieroglyphics

14 Point 13 A 26 a

DISJUNCTION

Prominent exhibit secures first prize at agricultural fair

12 Point 16 A 33 a

UNEXPERIENCED

Big municipal pageant thrilled large gathering of enthusiastic citizens

10 Point 18 A 36 a

MAIN CONCOURSE

Discerning photographer secures wonderful views for suburban newspaper

8 Point 23 A 46 a

EXCELLENT PROGRAMME

Impressive demonstration marked arrival of distinguished foreigners who have come for trade meeting

6 Point 26 A 52 a

PROFESSIONAL INFORMATION

Manufacturing companies amalgamated their research departments in order that greater efficiency might be secured. This necessitated many changes in personnel

54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J J

K L M N O P Q R R S T

U V W X Y Y Z Qu ¶ &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o

p q r s t u v w x y z Qu ct

ff fi fl ffi ffl . , - ' · : ; ! ?

MIDNIGHT SERENADERS

Dramatization of the Popular Novel, presented by the

QUEENSBURG THESPIANS

Benefit of the Hospital Relief Fund

FRANKLIN HIGH SCHOOL AUDITORIUM

Thursday Evening, October Sixteenth

TWO DOLLARS DANCING AT ELEVEN

DELLA ROBBIA BORDER

AN EXHIBITION OF
NEW SPRING
Styles

THE CITY MAN WHOSE PREFERENCE IS RATHER EXACTING IN CLOTHES WILL FIND OUR STOCK BOTH DISTINCTIVE AND COMPLETE ENOUGH TO SATISFY EVERY DEMAND OF FASHION OR FANCY

Shirts and Neckwear of
Superfine Quality

QUIMBY & METZ

North Jackson Boulevard

Cincinnati

DELLA ROBBIA ORNAMENT

Ivoryline Toiletware

Milady's dressing table is a true reflection of her personality. In daintiness, charm and good taste Ivoryline Toilet Accessories are unsurpassed. Every article from mirror to jewel box may be had either plain or richly decorated, in a variety of colors and designs

AT QUALITY SHOPS

Ideal Novelty Company

North Arlington



DELLA ROBBIA BORDER ROTERS ILLUSTRATOR

Della Robbia Light

36 Point 6 A 10 a

Dispatched

30 Point 7 A 14 a

Quaint Frock

24 Point 9 A 16 a

EXCURSIONS
Make Reduction

18 Point 13 A 26 a

RECEIVES MUCH
Important Document

14 Point 18 A 36 a

NUMBERS CHANGED
Several Progressive Hotels

12 Point 22 A 45 a

BRINGING HUGE ENGINE
Competent mechanics received large contract from government

10 Point 25 A 50 a

MANY PICTURESQUE VIEWS
Enthusiastic tourist described beauty and grandeur of western landscape

8 Point 31 A 60 a

PUBLIC ENDORSEMENT OF METHOD
Nationally prominent educational officials and business men unanimously endorsed elaborate system of vocational training in public schools

6 Point 32 A 63 a

EXERCISE IMPROVES PHYSICAL CONDITION
Healthful recreation, exercise and reasonable habits of living invariably prove their importance to most persons as being efficient builders and preservers of good health

Characters in Complete Font

A B C D E F G H
I J J K L M N O P
Q QU R R S T U
V W X Y Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
Qu ct . , - ' : ; ! ?

QUALITY SHOES

THE CHOICE OF DISCRIMINATING WOMEN

THE true embodiment of good taste, replete with the freshness of fashion's newest dictates. Distinctly feminine footwear which stylish women prefer and in which choice harmony of line is strengthened by sterling value in shoecraft

HARTUNG COMPANY

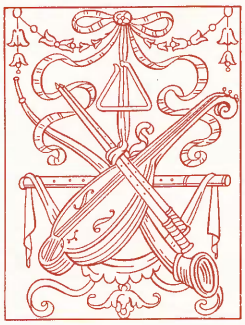
GARFIELD STREET NEAR CRANE · NEW YORK

VANITY INITIAL

MUSICALE

DUREN SEMINARY ALUMNI

SATURDAY EVENING
NOVEMBER THE FOURTEENTH
AT EIGHT O'CLOCK



GROVENOR AUDITORIUM
EAST SOMMERSVILLE
CONNECTICUT

CLELAND ORNAMENT

Home

WHERE hospitality and faith abound and where comfort stands supreme

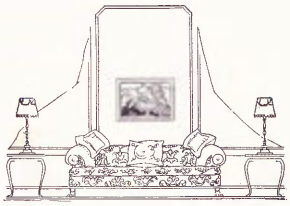
Rankin Styles

cleverly combine the art of upholstering with true interpretations of period furniture, making it more comfortable, modish and attractive as well. Rankin furniture is invariably the choice of people of taste

COMFORT
WORKMANSHIP
STYLE

Rankin Brothers

Philadelphia



ROTERS ILLUSTRATOR



THE AMERICAN TYPE FOUNDERS COMPANY

ANNOUNCES HEREWITH AN

EXHIBITION OF RARE AND FINELY PRINTED BOOKS

IN THE TYPOGRAPHIC LIBRARY AND MUSEUM
COMMUNIPAW AVENUE
JERSEY CITY

HAFTEL ORNAMENT

Tokens of Beauty



CARY'S
FLOWER SHOP
MENDHAM ARCADE

MORE captivating than a serenade, more expressive than your ambitious letters and more poetical than a sonnet or ballad. Flowers convey your thoughts and feelings in a pleasant and refined manner. Cary has a most complete display of plants and cut flowers for weddings and other affairs

DELLA ROBBIA BORDER ROTERS ILLUSTRATOR

MORGAN & HURBANK

THE IMMENSE VARIETY OF STOCK IN OUR SHOPS IS SUCH AS WILL MEET WITH THE REQUIREMENTS OF THE MOST FASTIDIOUS CUSTOMER · NECKWEAR AND SHIRTS OF MANY SHADES AND COLORS IN THE SEASON'S MOST APPROVED STYLES AND DESIGNS · STOCKINGS OF FINEST WOOL OR SILK · ALSO A FULL LINE OF ACCESSORIES FOR THE DISCRIMINATING MEN OF BOSTON

BOSTON'S VANITY SHOP FOR MEN

DELLA ROBBIA FESTOONS DELLA ROBBIA INITIAL

PROOF

READ THIS PROOF VERY CAREFULLY MARKING ANY DESIRED CHANGE AND RETURN AT ONCE

Be sure and always sign your name in order that we may be assured that proofs have been approved by the proper party

It is a standard condition and also the recognized custom of the printing craft that author's alterations on or after the first proof will be charged at time rates.

BENZE PRESS

HURON, OHIO



BULFINCH BORDER DELLA ROBBIA ORNAMENT

FINE PEARLS

WITH ALL THE RARE LUSTRE OF THE ORIENTAL GEM

MYSTIC PEARLS are the only acknowledged counterpart of the oriental gem; lustrous with the sea-soft sheen of the deep-water pearl; animated with the kaleidoscopic tints of nature's great original; a small fortune in appearance, but only a tithe of an Oriental Necklace as to cost. For almost any occasion pearls are a charming gift for the fastidious woman

KENDRICK & FOSTER

FIFTH AVENUE BUILDING

HAMPTON ROADS

DELLA ROBBIA BORDER

TENNIS TOURNAMENT

TO BE HELD AT THE RIVERDALE COURTS

FIRST MATCH
HAROLD JAMES BERINGTON
EVERETT JOHNSON



SECOND MATCH
ROBERT SPENCE CUMMINGS
CLARENCE FORHAM

ARLINGTON COUNTRY CLUB

SATURDAY, SEPTEMBER FIRST

GAMES START AT TWO O'CLOCK

ADMISSION TO GROUNDS, ONE DOLLAR

DELLA ROBBIA BORDER VOCATIONAL CAMEO

Camelot Oldstyle

36 Point 6 A 9 a

BRIGADIER
Managerial

30 Point 6 A 13 a

DESCENDING
Recapitulation

24 Point 8 A 15 a

SPECTROSCOPE
Electric Separator

18 Point 12 A 23 a

NUMEROUS POEMS
Pleasant Country Ride

12 Point 16 A 40 a

ENJOYING KINDERGARTEN
Beautiful European Cathedral

The original hand-applied motifs
exclusively employed in

Hyancinthe
Creations

justify their continuous selection
by discriminating society women
whose clothing must necessarily
conform with fashion's demands

Most exclusive originations
designed by our Paris house
are exquisitely fashioned by
our incomparable modistes

Importation of Chic Lingerie
now being featured

The Hyancinthe Shop
North Bloomfield Center

10 Point 18 A 40 a

DISTINGUISHED CUSTOMER
Magnificent stage costumes
displaying appropriate taste
brought unstinted approval

8 Point 20 A 52 a

MANUFACTURING UNDERWEAR
New England mills expect a very
stirring season. Numerous orders
received during summer months
quickly delivered to local retailer

6 Point 25 A 50 a

INTERNATIONAL ORGANIZATION
Beauty and modernity apparently
adequately co-operate rather than
compete in this remarkable region
where mystic mountain peaks vie
with unsurpassed turquoise lakes

Characters in Complete Font

A B C D E F G H I J K L M M N O P Q R R
S ſ T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a a b c d e f g h h i j k l m m n o p q r s
t u v w x y z ff fi fl ffi ffl ct . , - ' : ; ! ?

BANOCK
STUDIOS

PORTRAIT STUDIES

OF EXQUISITE REFINEMENT AND BEAUTY

You will be most agreeably surprised with the result of Banock portraits. The softness of tone, with an unusual clearness of the smallest detail, has made the name of Banock on a photograph an assurance of all that is distinctively superb

HOME PORTRAITS A SPECIALTY

BANOCK STUD
30 Charles Street · Provi

ANTIQUE ORNAMENT VANITY INITIAL

ART EXHIBIT
KENDILON HOUSE
MARCH SEVENTH

BEAUTIFUL PAINTINGS OF ENGLISH AND FRENCH ORIGIN AND RARE MINIATURES BY THE RENOWNED DUDLEY NORTHROP

FROM THE COLLECTIONS OF
EDUARDO MORINEZ

ADMISSION BY INVITATION ONLY

DELLA ROBBIA INITIAL

Kendelberry Chains

Made in Gold, Silver and Platinum, in various quaint designs

Beautiful Catalogue Sent Upon Request

Edgecomb & Handley
Providence, Ohio

ROSA BORDER

Light Oldstyle

48 Point 4 A 6 a

Natural

36 Point 4 A 9 a

Eulogized

30 Point 5 A 10 a

Stylish Girls

24 Point 6 A 12 a

RENOUNCED
Dredged River

18 Point 10 A 19 a

BUILDING FOUR
Great Dormitories

14 Point 14 A 28 a

HEROES REJOICING
Proud Guest Honored

12 Point 16 A 31 a

MERCHANT EXPECTED
Big Retailer Coming Soon

10 Point 17 A 35 a

EXHIBIT RACING HORSES
Many Beautiful Ladies Ride

8 Point 21 A 42 a

DETECTIVE AGENCY BANKRUPT
Business condition affects concern which usually received large profit

6 Point 23 A 45 a

BANKING CLERK BECOMES MANAGER
Good employee supersedes many others for coveted position with woolen concern

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

RAREST
CHINA SILKS

THESE wonderful creations invariably express a most exceptional style, wizardry of color, inimitable design and a guaranteed service; in other words, silks which have coveted individuality

PUSSY WILLOW SATIN
DRAPELLA SILKETINE

SUPERIOR SILK COMPANY

NEW YORK -- SYRACUSE

HAFTEL ORNAMENT



Beautifully Illustrated
with many Engravings

50 Cents Per Copy
$5.00
For One Year

Modern Sculptor

PUBLISHED MONTHLY FOR THE NORDEN ART SOCIETY

REFLECTING art as a great factor in our civilization, this new magazine considers art from every point of view and presents in a clear and extensive manner the artistic impulses and high inspirations of the present time

HENDER PUBLISHING COMPANY
New Emhorft Building, Philadelphia, Pennsylvania

ROTERS ILLUSTRATOR

Announcing

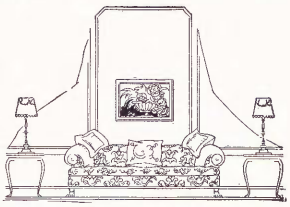
an unusual convenience
for our patrons

THE BALCONY

where you may be served with choice
Luncheons, Salads and other
dainty refreshments

SPRINGER & ROBERTS
Great Northern Boulevard

ROSA BORDER



BINCHER
DECORATIONS

The wall decorations and the arrangement of furniture as well as the color scheme are necessary for beauty in the home and care should be given while selecting these items. The Bincher Service will gladly advise you

ESTIMATES UPON REQUEST

1347 HURST BUILDING
SOUTH NORDON, GEORGIA

ROTERS ILLUSTRATOR

Harris Roman

72 Point 3 A 4 a

Belt

60 Point 3 A 4 a

SHE
Nigh

48 Point 3 A 6 a

MIND
Rustic

42 Point 4 A 7 a

DINES
Empire

36 Point 4 A 7 a

HORSE
Slighted

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ' : ; ! ?

SMALL CAPS from 6 to 12 Point are put up in separate fonts and furnished only when specially ordered

9 and 20 Point carried in stock only at Foundry

30 Point 5 A 10 a

HINGE
Epistles

24 Point 6 A 11 a

INSPIRE
Despatch
Banquets

18 Point 10 A 21 a

GRANDEUR
Photographic
slide pictures

14 Point 13 A 28 a

BIOGRAPHER
Straightforward
young salesman

12 Point 17 A 35 a

COUNT RETURNS
PUBLIC spirited men
welcome brave hero
from native country

10 Point 20 A 40 a

PERILOUS JOURNEY
SEVERAL old travelers
explore wild territories
seeking buried plunder

8 Point 22 A 43 a

ENTERTAIN SCHOLARS
OBLIGING manager to give
children an opportunity of
seeing actor perform feats

6 Point 24 A 48 a

SPLENDID MUSICALE HEARD
PERFECT articulation and good
taste were noticeable. Lady wins
encomiums from many listeners

5 Point 22 A 44 a

MOTORISTS ENJOY RECENT TOUR
Beautiful highways and picturesque
scenery delight travelers. Gathering
tourists recall their boyhood pranks

Harris Italic

Characters in Complete Font

A B C D E F

G H I J K L

M N O P Q R

S T U V W X

Y Z & $ 1 2 3

4 5 6 7 8 9 0

a b c d e f g

h i j k l m n

o p q r s t

u v w x y z

. , - ' : ; ! ?

9 and 20 Point carried in stock only at Foundry

18 Point 10 A 20 a

BRIGHTENS HOME
Exquisitely Decorated

14 Point 12 A 26 a

HONOR INSTRUCTORS
Noted Educator Eulogized

12 Point 16 A 34 a

SUPREME COURT DECIDING
Judge Raised Important Question

10 Point 19 A 38 a

GROCERY MERCHANT RETIRES
Devoted Employees Expressed Regret

8 Point 21 A 42 a

HARD WORK BRINGS CONTENTMENT
Earnest industry is always the living song of praise, the never-failing source of happiness

6 Point 23 A 46 a

EVERY PERSON SHOULD INVENT SOMETHING
The introduction of noble inventions seems to hold by far the most excellent place among all human actions

5 Point 21 A 43 a

FOREMOST AMONG OUR POSSESSIONS IS GOOD MEMORY
Human memory is the cabinet of imagination, the treasury of reason, the registry of conscience, the council room of thought



ITH THANKS we acknowledge receipt of your remittance. We bow to the man who pays his bills promptly. He lubricates the wheels of commerce and keeps industry humming. We appreciate your patronage and trust our service will merit a continuance of our cordial relations

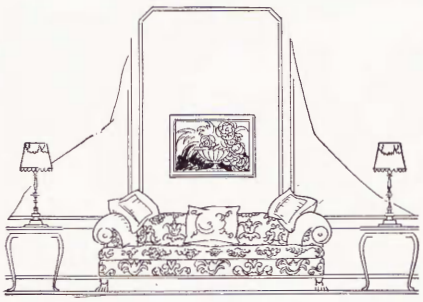
REMINGTON PRINTING COMPANY

HIGHBRIDGE, RHODE ISLAND

Mechanics Building *Telephone High 2863*

DUTCH INITIAL

The Secret of Decorating Interiors



THOSE to whom furniture means more than merely a thing of utility will find in our large display rooms an inspiration in planning the interior decorations for that new home, no matter how simple or elaborate their tastes

Every object in this great collection of beautiful cabinetry exposes that indefinable touch of the artisan who works in like spirit and who uses the same quality of materials as cabinet makers of years past. Here one will find furniture and other decorative accessories that beautify the home

Catalogue of Suggestions will be mailed on request

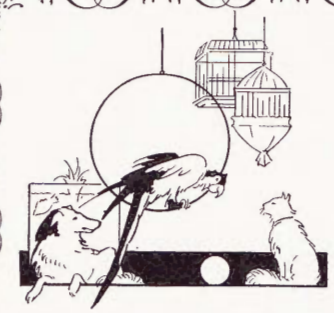
HADIMAN FURNITURE COMPANY

MILWAUKEE, WISCONSIN

ENGRAVERS BORDER VANITY INITIAL ROTERS ILLUSTRATOR

MR. TYPOGRAPHER

Withdraw to the heart of a silent place, divert the mind from all distracting thoughts and concentrate on the blankness for that will-o-the-wisp—an IDEA. The game is worth the candle, for ideas often make deserts bloom, and will, when properly developed, turn printing into PROFITABLE PRINTING



We always have on hand a supply of foods that will keep your pets in the best of health and prolong life

Send for free booklet and samples

Household Pets

Birds and Animals

IN PURCHASING birds or animals there are numerous reasons why you should patronize a well-known and responsible dealer. Our store has filled the wants of customers for more than seventy years and we guarantee to give you satisfaction

HARRIS & MONTGOMERY
123 MICHIGAN BOULEVARD
PORTSMOUTH

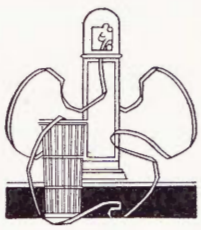
ROSA BORDER ROTERS ILLUSTRATOR

CORRESPONDENCE *trains salesmen on the road*—a salesman is never finished training. The older and experienced salesman is often as much in need of training as is the cub. Recognizing this to be a fact we have originated the MORRIS SALES MANUAL which is educating many of the most experienced traveling men in the fundamental policies of selling every kind of merchandise. It is printed in Harris Roman type upon durable paper. For literature and further details address

THE ROTTERDAM PRESS
126 ABBINGTON STREET
KANSAS CITY



ROTERS ILLUSTRATOR



Jones & Smith

Stock Brokers

12 Emerson Street
Chicago

Foreign Exchange
We issue Travelers Checks and Letters of Credit

Branches
CLEVELAND CINCINNATI
PHILADELPHIA

ROTERS ILLUSTRATOR

48 Point 6 A 10 a

Dignified

36 Point 6 A 12 a

Clips Bonds

30 Point 8 A 14 a

Sixth Hymnal

24 Point 10 A 18 a

Industrialism Gave Lawful Date

18 Point 14 A 28 a

Healthful Games Fancy Skating Display

14 Point 21 A 40 a

Masterpieces Bought
Coerce Metropolitan Author

12 Point 22 A 42 a

Brochure Won Trophy
National Association of Scribes

10 Point 25 A 49 a

Seventh Regimental Dance
Legislative Manual for Government
Insurance Companies

8 Point 27 A 53 a

Choicest Educational Literature
Philadelphia Friendly League Continued
Horticultural Exposition

6 Point 29 A 58 a

International Yacht Racing Contests
Quarterly Meeting of Southern Philatelic Guild
Eighth Financial Statement

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u

v w x y z ff fi fl ffi ffl

. , - ‘ ’ : ; ! ?

Quality Service Printer

I have just hung out my shingle at 32 Dey Place where I shall be delighted to meet those who are in need of superior printing Mail and other modern advertising methods

Phone 564 Worth

John Stanley Hedgman
Advertising Typographer
Rochester

By the characteristics of the human face one's qualities are often judged – and so it is with type faces ❧ Being guided by this principle we always try to use only the type faces which are characteristic of the thing to be advertised ❧ Good faces, either human or type, always create a favorable impression

SELECTED

Freehand is a good type face and has a place in all composing rooms

American Type Founders Company

Facts of value for every man who conducts a printing business or the man who intends to enter the field of printing

Facts vividly pictured that take the "blue sky" out of the mysteries of the game

Facts—250 pages of them—presented in a way that makes them easily and thoroughly understood

How
To Make Money
in the
Printing
Business

A
Synopsis
of the
Book

New Rochelle
Space & Quad Company
Publishers

BROCHURE BORDER AMERICAN BORDER

American Type Faces
are the Backbone of Good Printing and increase
your profits in the Printing Business
So Say We All of Us

CLELAND BORDER

The stock used on this insert is CHEMCO ANNOUNCEMENT, kid finish. Made by CHEMICAL PAPER MANUFACTURING CO., Holyoke, Mass.

This Catalogue

With very few exceptions the names of persons, places and things in this catalogue are all fictitious. We have modeled a world in miniature which exists only in these pages and is not to be found by the most enterprising geographer. Books which never were written are brought into being. People whom no one has ever seen sell their mythical wares undisturbed. Modern cities rise and flourish. Vast carnivals parade in sumptuous grandeur. Our fancy roams free, and it is as if we had "molded the scheme of things entire, nearer to our heart's desire." So don't send for a copy of The Swift Growth of Mighty Empires or How to Cure a Fresh Ham. These books are only the fanciful creations of our compositors. But, one thing is real and true. The types whose shadows cover the pages are real types, made of the best metal, cast in true alignment and designed to satisfy the varying tastes of printers.

American Type Founders Company

ROSA BORDER

Only A Word

TELL me something that will be
Joy through all the years to me.
Let my heart forever hold
One divinest grain of gold.
Just a simple little word
Yet the dearest ever heard;
Something that will bring me rest
When the world seems all distressed.

As the candle in the night
Sends abroad its cheerful light,
So a little word may be
Like a lighthouse in the sea.
When the winds and waves of life
Fill the breast with storm and strife,
Just one star my boat may guide
To the harbor, glorified.

CHEMCO

Chemco Announcement

(Kid Finish)

22x34 – Sub. 28

Chemco Announcement is made in the following colors:

Blue · Violet · Rose
Buff · Grey

To Match:

Chemco Announcement Bristol

in same colors, size and finish

PARAGRAPH TERMINALS

Freehand

A letter of medium color suggesting
Old English

Drawn in imitation of the strokes of a broad pen, the Freehand Series carries an element of the refinement of Black Letter, and yet it is very legible and rich looking for the purposes of modern print. The capitals have slight decorative flourishes which give the page an added touch of beauty. The lower-case alphabet is singularly clear and strong; each letter, although obviously based on Old English, has an unmistakable similarity to the Roman fonts now in general use. And this is of importance, because for general printing the letters should be simply formed

TINT: CHAP-BOOK BORDER AND CHECKERBOARD RULE

Profitable Possibilities

THE possible development of a printing business by right advertising methods is not appreciated by the majority of printers. To printers properly equipped to handle the work, a rich field, ready for developing, is disclosed herein. The chief use of type to the printer is to attract and to stimulate business. The better class of customers demand Style, and are willing to pay for it; but it must be correct and effective. Printers who most convincingly display new type faces to their customers will derive the greatest profit from them because printing done with popular new type faces is worth more than that done with type faces which are worn or obsolete

American Type Founders Co.

CLELAND BORDER MISSAL INITIAL



ROTERS ILLUSTRATOR

The

Telephone

is an Asset to Business

Its cost is but a few cents daily

HE who first reduced the labor of copyists by the use of movable types was disbanding hired armies and cashiering most kings and senates and creating a whole new democratic world. He had invented the Art of Printing

CARLYLE

ROSA BORDER

Jenson Oldstyle No. 2

72 Point 3 A 4 a

Mink

60 Point 3 A 4 a

Hailed

48 Point 4 A 9 a

Napkin

42 Point 4 A 9 a

Brigades

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ? —)

Character —— not made for 24, 30, 36, 42, 48, 54, 60 and 72 Point sizes

54 Point carried in stock only at Foundry

36 Point 5 A 9 a

SECURE
Inquisition

18 Point 10 A 20 a

GOVERNED
Protesting tribe
given privileges

10 Point 18 A 38 a

FINISHED GARDEN
Skillful arrangement of shrubbery and selection of proper flowers assure horticultural perfections

30 Point 6 A 10 a

ENDURED
Disrespectful

14 Point 13 A 26 a

MERCHANTS
Improved method
again thoroughly
surprised retailers

8 Point 22 A 42 a

SECURED PERFORMER
The most cherished possession of the great instrumentalist or vocalist is his proficiency, and every endeavor is exerted that perfection be ever maintained

24 Point 7 A 13 a

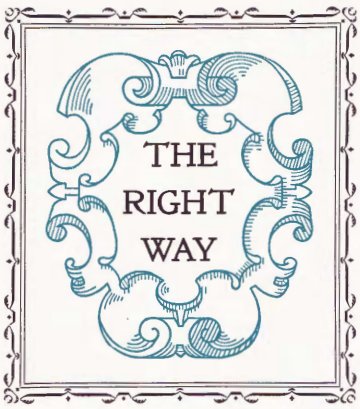
RESOURCES
Communicated

12 Point 16 A 32 a

WINTER SCENE
Pretty landscape sold
particular gentleman
from western society

6 Point 25 A 50 a

MANY HOUSE ORNAMENTS
The difference between a house that resembles a square box on the ground and one that seemingly belongs there is a good foundation planting. Proper plants cleverly distributed create just the beautifying effect usually needed



Advertising assures the RIGHT WAY and greatly enlarges the market for the manufacturer's product

ADVERTISING PRINCIPLES

A BUSINESS CANNOT STAND STILL FOR ANY LENGTH OF TIME

A BUSINESS will either advance or go backward. The difference between growth or decline may be merely a question of advertising. Many a firm meets its overhead expenses and pays higher dividends from the increased volume of business created by

ADVERTISING

ANTIQUE ORNAMENT ROSA BORDER

ART-EDUCATION MAGAZINE

VOLUME TWO



NUMBER ONE

Art Principles

Graphic Expression · Manual Expression

ENTERPRISE PUBLISHING COMPANY

BOSTON PHILADELPHIA CHICAGO

ANTIQUE ORNAMENT OLD ENGLISH BORDER

Jenson Condensed

72 Point 3 A 4 a

Bough

60 Point 3 A 4 a

Spatula

48 Point 5 A 7 a

MUSTER

Harlequin

42 Point 5 A 9 a

EXPENSE

Refrigerate

36 Point 5 A 10 a

DECEMBER

Investigation

30 Point 7 A 12 a

FREQUENTED

Jumping Horses

24 Point 8 A 17 a

EXISTENCE

Night edition was expected

18 Point 12 A 26 a

HEMISPHERES

Daring travelers discovered silver

14 Point 16 A 39 a

GIFTED MUSICIAN

Contemplates taking extended foreign tour with larger orchestra

12 Point 20 A 43 a

KITCHEN GARDENS

Produce choice fresh vegetables for thrifty suburban commuters

10 Point 22 A 46 a

ROMANTIC SCENARIO

Quixotic drama unfolds remarkably interesting story splendidly filmed

8 Point 26 A 55 a

ILLUSTRATED TRAVELOGS

Prominent lecturer announces unique pictorial entertainment combining music with pictures

6 Point 28 A 60 a

HONOR UNIVERSITY PRINCIPAL

Student body of important university tenders farewell banquet to retiring president and presents valuable gift in appreciation of his helpful service

96, 120 and 144 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

Jensen Bold Condensed

18 Point 13 A 26 a

BROKE PLEDGE
Explains Reason

14 Point 18 A 36 a

RESERVING SEATS
Prevents Crowding

12 Point 20 A 46 a

BROKERS INTERESTED
New Company Succeeds

10 Point 20 A 46 a

ENCOURAGE OPTIMIST
Brighter Future Sighted

8 Point 28 A 58 a

MADE CREDITABLE SHOWING
Amateur actors rehearsing new play delighted patient instructor

6 Point 30 A 60 a

PROGRESSIVE MERCHANT RETIRES
Reviews remarkable business career and advises those struggling for fame

42 Point 5 A 10 a

HIS Kite

36 Point 6 A 12 a

GRAINER
Inspected

30 Point 8 A 14 a

MENTIONS
Rival Joker

24 Point 10 A 17 a

SPOKESMAN
Gifted Soloist

144 Point 3 A 4 a

Hilt

120 Point 3 A 4 a

Bide

96 Point 3 A 4 a

Myth

72 Point 3 A 4 a

Enable

60 Point 4 A 5 a

Natural

48 Point 5 A 8 a

Rudiment

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

De Vinne No. 2

72 Point 3 A 4 a

Nail

60 Point 3 A 4 a

RED

Sigh

48 Point 4 A 5 a

MINE

Hayti

42 Point 4 A 6 a

DITCH

Expert

36 Point 4 A 7 a

USHER

Injuries

30 Point 5 A 9 a

HERBS

Kindled

24 Point 6 A 11 a

CUSTOM

Sacrifices

18 Point 9 A 18 a

ENCLOSED

Nice Marble

14 Point 13 A 25 a

INVESTMENT

Municipal bond issued recently

12 Point 15 A 30 a

BAND CONCERT

Numerous critics heard soloist play difficult selection

10 Point 19 A 39 a

PEACE NEGOTIATED

Statesman considering terms offered declared outlook real promising

8 Point 21 A 43 a

REMARKABLE GENIUS

Scholar shows wonderful knowledge of wild animal customs during captivity

6 Point 22 A 44 a

HISTORICAL ARCHITECTURE

Beautiful building just finished greatly admired; ancient design followed for exterior decorating was favorably commented upon recently by renowned architect

5½, 7 and 54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. , = ' : ; ! ?

De Vinne Condensed No. 2

12 Point 21 A 40 a

BUILDING LIBRARY
Contemplated outlay
spiritedly subscribed
when solicitors start

10 Point 25 A 50 a

OUTING GIVEN CHILDREN
Enjoy invigorating breezes
rapidly wafted shoreward
on restless foaming billow

8 Point 26 A 52 a

MAYOR CALLING MEETINGS
Notification officially received
giving authority for occupying
auditorium during convention

6 Point 28 A 58 a

MAGNIFICENT BUILDING ERECTED
Experiences gained from preparations
and construction both pleasurable and
educational to gentleman supervising
recent operations. Structure certainly
improves appearance of thoroughfare

30 Point 6 A 11 a

MINUTE
Particles

24 Point 8 A 14 a

DREAMER
Questioned

18 Point 12 A 23 a

NICE OUTING
Sailing Friday

14 Point 16 A 30 a

BAND CONCERT
Enthused maiden
cheers conductor

54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , = ' : ; ! ?

72 Point 3 A 4 a

Bigot

60 Point 3 A 5 a

HERD

Septic

48 Point 3 A 6 a

ROUGH

Esquire

42 Point 4 A 7 a

DETOUR

Magnetic

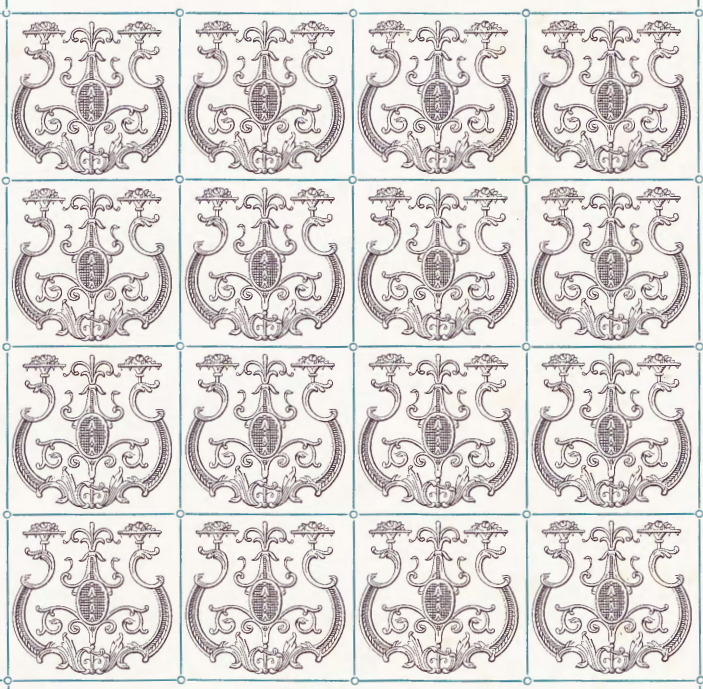
36 Point 4 A 8 a

QUAKERS

Graduated

Unusual Type Faces

DESIGNED ESPECIALLY FOR
HIGH-CLASS BOOKS, CATALOGUES, CIRCULARS
AND OTHER COMMERCIAL WORK



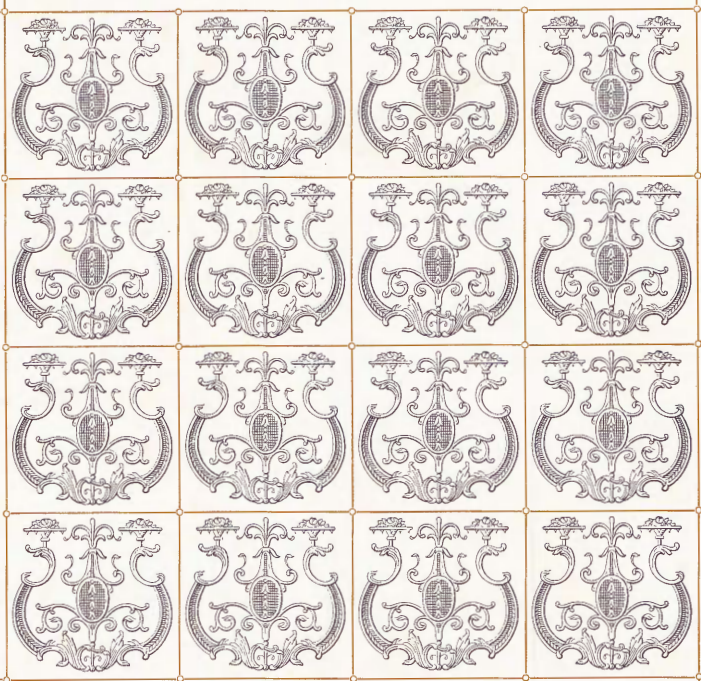
American Type Founders Company

SELLING HOUSES IN PRINCIPAL CITIES

HAFTEL BORDER HAFTEL ORNAMENT

Popular Type Faces

DESIGNED ESPECIALLY FOR
HIGH-CLASS OFFICE STATIONERY AND
BUSINESS PRINTING



American Type Founders Company

SELLING HOUSES IN PRINCIPAL CITIES

HAFTEL BORDER HAFTEL ORNAMENT

HEAVY COPPERPLATE GOTHIC

24 Point No. 30 — 6 A

ENDANGER

24 Point No. 29 — 7 A

INSTRUCTION

18 Point No. 30 — 9 A

ERASED MARKS

18 Point No. 29 — 11 A

DEPTH MEASURED

12 Point No. 28 — 13 A

KNOWLEDGE SOUGHT

12 Point No. 27 — 16 A

FOUND HANDSOME BOOK

12 Point No. 26 — 19 A

SEVEN SCHOLARS FURNISHED

12 Point No. 25 — 24 A

INTERNATIONAL BOATING CONTEST

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y
Z & $ 1 2 3 4 5 6
7 8 9 0 . , - ' : ; ! ?

6 Point No. 24 — 21 A

DEMONSTRATION SATISFACTORY MODERN LABOR-SAVING DEVICES

6 Point No. 23 — 26 A

COLLEGE PROFESSOR RETURNS REPORT DEPARTMENT OFFICIAL CORRECTS NOTE

6 Point No. 22 — 32 A

JUDGE HONORED FAMOUS EUROPEAN LIBRARIAN NEWSPAPER PUBLISHED BIOGRAPHY OF VISITOR

6 Point No. 21 — 37 A

RAPID CALCULATING MACHINE PROVES VERY EFFICIENT SEVERAL LEADING BUSINESS MEN ENDORSED INVENTION

OUR BIRTHDAY

WHILE SERVING THE PUBLIC FOR THE PAST TWENTY-FIVE YEARS WE HAVE MADE A REPUTATION FOR OURSELVES OF WHICH WE ARE PROUD. TO-DAY WE CELEBRATE OUR

TWENTY-FIFTH ANNIVERSARY

AND IN HONOR OF THE IMPORTANT EVENT PATRONS OF OUR STORE WILL BE GIVEN THE BENEFIT OF A THIRTY PER CENT REDUCTION ON ALL MERCHANDISE IN THE BUILDING. THIS WONDERFUL OFFER IS FOR TO-DAY ONLY. DO NOT FAIL TO TAKE ADVANTAGE OF IT

COURTESY, QUALITY AND PROMPT SERVICE
HAVE BEEN OUR POLICY FOR THE PAST QUARTER OF A CENTURY

BROAD DEPARTMENT STORE
CHESTER, INDIANA

MONDAY, JUNE FIRST

LIGHT COPPERPLATE GOTHIC

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y
Z & $ 1 2 3 4 5 6
7 8 9 0 . , - ' : ; ! ?

6 Point No. 4 — 21 A

PREPARED ELEMENTARY COURSE
SCHOOL TEACHERS DIRECT BOYS

6 Point No. 3 — 26 A

INTERNATIONAL IMPROVEMENT SOCIETY
FOREIGN BRANCH OFFICES CONSIDERED

6 Point No. 2 — 32 A

AMERICAN RAILROADS CHANGE TIME SCHEDULE
COMMUTERS REJOICED WHEN THEY HEARD NEWS

6 Point No. 1 — 37 A

FURNISHED APARTMENT HOUSE NOW BEING REMODELED
WORK TO BE DONE BEFORE THE COLD WEATHER ARRIVES

24 Point No. 10 — 6 A

RENUMBER

24 Point No. 9 — 7 A

HARMONIOUS

18 Point No. 10 — 9 A

MONTH ENDING

18 Point No. 9 — 11 A

EXCEPTING RULES

12 Point No. 8 — 13 A

SPECIMEN EXHIBITION

12 Point No. 7 — 16 A

REPRODUCTION INSURED

12 Point No. 6 — 19 A

SPECIALIZING MACHINE WORK

12 Point No. 5 — 24 A

FURNISHED MODERN DEPARTMENT

LOUIS PINE
PRESIDENT

JOHN LIONS
TREASURER

FORD
BANK

CAPITAL AND SURPLUS
$975,000

AUDITORS'
ANNUAL REPORT

NORTH REVINGTON BOULEVARD
MARIE OAKS, CHICAGO

VERSATILE ORNAMENT

RAILROAD SECURITIES — STOCKS AND BONDS

HANER-SMITH COMPANY
BROKERS

TELEPHONE 246

EXCHANGE BUILDING
BOSTON

DANCING

PRIVATE LESSONS
TUESDAY AND
SATURDAY

KEEP UP WITH THE TIMES. LEARN
ALL THE LATEST DANCES AND ADD
TO THE ZEST OF LIVING. SPECIAL
COURSE OFFERED TO BEGINNERS

SPRING SEASON

RENO DANCING ACADEMY
HARTLAND, IDAHO

LIGHT COPPERPLATE GOTHIC CONDENSED

24 Point No. 40 — 8 A

KINDRED SERVING

24 Point No. 39 — 10 A

ECONOMIC RESEARCH

18 Point No. 40 — 11 A

IMPROVISER NUMBERING

18 Point No. 39 — 14 A

ENCOURAGED MODERN SIGN

12 Point No. 38 — 18 A

HISTORIC HOUSE BEING REPAIRED

12 Point No. 37 — 22 A

SUPERIOR PRINTING CHARMS CUSTOMER

12 Point No. 36 — 26 A

PROGRESSIVE METHOD INSPIRED CONFIDENCE

12 Point No. 35 — 29 A

DISTINGUISHED DIRECTOR PRODUCING COMIC OPERA

6 Point No. 34 — 27 A

EXTRAORDINARY PUBLICATIONS CREATE DESIRABLE IMPRESSION

6 Point No. 33 — 31 A

GOVERNMENT DECIDEDLY OPTIMISTIC INTERESTING ANNUAL REPORT ISSUED

6 Point No. 32 — 37 A

PRINTER DESCRIBES ARTISTIC COMPOSITION SOME NOTABLE CRAFTSMEN SHOW INTEREST

6 Point No. 31 — 42 A

DETERMINED EDUCATORS DECIDED CRITICAL POINT MANY PEDAGOGUES ATTEND INSTRUCTIVE SESSION

THE AGATHOI DRAMATIC SOCIETY

A SOCIETY COMPOSED OF
MEMBERS OF THE METROPOLITAN CHURCH
WILL PRESENT

THE PRODIGAL SON

A COMEDY IN FOUR ACTS

AT THE CHURCH AUDITORIUM
MANHATTANVILLE, NEW YORK

WEDNESDAY AND THURSDAY EVENINGS
FEBRUARY 24TH AND 25TH
AT 8 O'CLOCK

THE PROCEEDS OF THESE ENTERTAINMENTS
WILL BE USED FOR THE IMPROVEMENTS WHICH ARE BEING MADE IN
THE CHURCH AND PARSONAGE

THE AGATHOI DRAMATIC SOCIETY OF THE METROPOLITAN CHURCH

PRESENTS

THE PRODIGAL SON

A COMEDY IN FOUR ACTS

IN THE CHURCH AUDITORIUM, MANHATTANVILLE, NEW YORK
ON WEDNESDAY AND THURSDAY EVENINGS
DECEMBER 24TH AND 25TH

ADMISSION ONE DOLLAR — LIMITED TO SEATING CAPACITY

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0 . , - ' : ; ! ?

HEAVY COPPERPLATE GOTHIC CONDENSED

AMERICAN
INSTRUMENTS OF UNUSUAL
EXCELLENCE

ENDEMANN PIANOS

ON DISPLAY
AT THE MUSIC SHOW
HARMONY HALL
NEXT WEEK

ENDEMANN PIANO COMPANY
422 EAST ROBERTS AVENUE
PITTFIELD, PA.

CHARACTERS IN
COMPLETE
FONT

A B C D
E F G H
I J K L
M N O P
Q R S T
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Y Z & $
1 2 3 4 5
6 7 8 9 0
. , - ' : ; ! ?

BUSINESS HAS FINALLY RECOGNIZED THE FACT THAT ART IS MUCH MORE THAN "BEAUTIFUL FOOLISHNESS"

BUSINESS STIMULATED

AN ARTISTIC PIECE OF PRINTING USUALLY ATTRACTS THE EYES OF BUSINESS MEN IN NOT ONLY YOUR OWN BUT IN EVERY OTHER LINE. WITH OUR FACILITIES FOR PRODUCING ARTISTIC PRINTING YOUR BUSINESS CAN BE STIMULATED NO MATTER WHAT YOU MAKE OR SELL. WE SHALL BE GLAD TO HOLD A CONFERENCE WITHOUT OBLIGATION WHENEVER IT SUITS YOUR CONVENIENCE

ARTISTIC PRINTING COMPANY
ADVERTISING DESIGNERS AND TYPOGRAPHERS
POUGHKEEPSIE, NEW YORK

FLORAL DECORATOR

24 Point No. 20 — 8 A

READING MOTIVES

24 Point No. 19 — 10 A

BOHEMIAN FINANCIER

18 Point No. 20 — 11 A

MECHANICS PRODUCING

18 Point No. 19 — 14 A

SUBMERSIBLE DESTRUCTION

12 Point No. 18 — 18 A

HUNTING RANCH INSURE PICTURE

12 Point No. 17 — 21 A

BANKERS HONORED NEGOTIATING LOAN

12 Point No. 16 — 25 A

GRADUATES REJOICING PEOPLE REMAIN QUIET

12 Point No. 15 — 29 A

SUPERIORITY RECOGNIZED FINEST EXAMPLES SHOWN

6 Point No. 14 — 27 A

INTERESTING ANNOUNCEMENTS DELIGHTED REFINED CUSTOMER

6 Point No. 13 — 31 A

ENTERPRISING FOREIGNERS PROSPER SHOW EXCEPTIONAL BUSINESS SENSE

6 Point No. 12 — 37 A

CRITICS ADVOCATING DISTINCTIVE FEATURES RECOGNIZE GREAT ADVANTAGES THEREFROM

6 Point No. 11 — 42 A

ADVERTISING DIGNIFIED COMMERCIAL STATIONERY HELPS STIMULATE DESIRABLE TRADE EVERYWHERE

Light Copperplate Gothic Extended

24 Point No. 70 — 5 A

ENSURED

24 Point No. 69 — 6 A

RIGHTEOUS

18 Point No. 70 — 8 A

INSTRUCTIVE

18 Point No. 69 — 9 A

FOREIGN BIRTH

12 Point No. 68 — 11 A

SMART EXECUTOR

12 Point No. 67 — 13 A

PRODUCING FIGURES

12 Point No. 66 — 15 A

MECHANICS PROSPERING

12 Point No. 65 — 18 A

HISTORIC BANKING CONCERN

6 Point No. 64 — 17 A

ENTHUSIASTIC ADVERTISER
SHOWING ARTISTIC DESIGN

6 Point No. 63 — 22 A

IMPORTANT BANQUET ARRANGED
MANY NOTED SPEAKERS PRESENT

6 Point No. 62 — 26 A

INTERNATIONAL ROWING CHAMPIONSHIP
MAGNIFICENT BRONZE TROPHY AWARDED

6 Point No. 61 — 30 A

CONTEMPLATE REMARKABLE DEMONSTRATION
PRESIDENT ATTENDS IMPRESSIVE CEREMONIES

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
. , - ' : ; ! ?

Baker-Richardson Company

INCORPORATED

MADISON SQUARE, SCHENECTADY, KANSAS

OUR MR. JACKSON WILL CALL ON YOU SEPTEMBER 24TH
WITH AN UNUSUAL SHOWING OF USEFUL AND ARTISTIC

SILVERWARE

MR. JACKSON RANKS AMONG THE LEADING AUTHORITIES
ON SILVERWARE, HAVING BEEN ASSOCIATED FOR YEARS
WITH NOTABLE EUROPEAN DESIGNERS, AND WE BELIEVE
YOU WILL FIND HIS VISIT OF UNCOMMON INTEREST.

Baker-Richardson Company

INCORPORATED

August Ninth

Heavy Copperplate Gothic Extended

6 Point No. 74 — 17 A

CONCERT SINGERS RETURN
BEAUTIFUL WINTER HOMES

6 Point No. 73 — 22 A

ILLUSTRATED WESTERN SCENERY
VARIOUS KINDS OF LARGE SHOWS

6 Point No. 72 — 27 A

NEW MACHINE BREAKS RACING RECORD
HIGH-GRADE SHOES SOLD REASONABLY

6 Point No. 71 — 30 A

NEW YORK CENTRAL TRAVELS ALONG HUDSON
COUNTRY DISPLAY WINDOWS VERY ATTRACTIVE

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
. , - ' : ; ! ?

24 Point No. 80 — 5 A

MENDING

24 Point No. 79 — 6 A

DISREPUTE

18 Point No. 80 — 7 A

COLD WINDS

18 Point No. 79 — 8 A

NUMBER FOUR

12 Point No. 78 — 11 A

FROZEN CHICKEN

12 Point No. 77 — 13 A

NOTED AUTOMOBILE

12 Point No. 76 — 15 A

MERCHANTS CROWDING

12 Point No. 75 — 18 A

NUMEROUS HOMES DESIRED

MRS. EDNA MAE BROWN

TAKES GREAT PLEASURE IN INVITING YOU
TO BE PRESENT AT HER

THIRD VIOLIN RECITAL

Miss Lillian Johnson
Soloist

Sunday Afternoon, June First
three forty-five o'clock

MENDLESHOW DRAWING ROOMS
Northshore Manor

FOR THE BENEFIT OF THE WAR WORKERS
TICKETS SENT ON REQUEST

COPPERPLATE GOTHIC ITALIC

24 Point No. 60 — 6 A

HUNDREDS

24 Point No. 59 — 8 A

EXPOUNDING

18 Point No. 60 — 9 A

MAGNIFICENCE

18 Point No. 59 — 11 A

RECONSTRUCTION

12 Point No. 58 — 12 A

PERMANENT SERVICE

12 Point No. 57 — 16 A

LEGENDARY HAPPENINGS

12 Point No. 56 — 18 A

DASHING OFFICER PROMOTED

12 Point No. 55 — 22 A

ENTHUSIASTIC VOYAGERS RETURN

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
& $ 1 2 3 4 5 6 7
8 9 0 . , - ' : ; ! ?

6 Point No. 54 — 21 A

STRAIGHTFORWARD APPRENTICE
NOTABLE LEGISLATORS ELECTED

6 Point No. 53 — 25 A

PROFESSIONAL ACTIVITIES CONDEMNED
STORES ENJOYED PROSPEROUS SEASON

6 Point No. 52 — 32 A

BRILLIANT ENTERTAINMENT CLOSES PAGEANTRY
MISUNDERSTANDING CAUSES SERIOUS BLUNDER

6 Point No. 51 — 37 A

WONDERFUL RESULTS SECURED BY SIMPLIFIED PROCESS
ELECTRICIANS DISCUSS NUMEROUS TOPICS OF INTEREST

CATALOGUE

RARE
MEDIEVAL PAINTINGS
AND STATUARY
IN THE HARRESON
COLLECTION

ISSUED BY
THE NATIONAL ART MUSEUM
SAN FRANCISCO
MCMXXV

FOURTH SEASON

DRAMATIC GUILD

DECEMBER
ROMEO AND JULIET
ACADEMY OF MUSIC

JANUARY
MERCHANT OF VENICE
CITY OPERA HOUSE

FEBRUARY
TIMON OF ATHENS
NOBLE THEATRE

SEASON TICKETS ARE NOW ON SALE

COPPERPLATE GOTHIC BOLD

CHARACTERS IN
COMPLETE FONT

A B C D E F G
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O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8
9 0 . , - ' : ; ! ?

24 Point No. 50 — 6 A

EMBRACED

24 Point No. 49 — 7 A

RETRIBUTION

18 Point No. 50 — 9 A

NECROMANCER

18 Point No. 49 — 11 A

UNCOMPROMISING

12 Point No. 48 — 13 A

MYSTERIOUS SEARCH

12 Point No. 47 — 16 A

FINANCIAL ADJUSTMENTS

12 Point No. 46 — 19 A

DISTINGUISHED PHILOSOPHER

12 Point No. 45 — 24 A

BRILLIANT INSTRUCTOR RESIGNED

6 Point No. 44 — 22 A

SUPERINTENDENT ENCOURAGED
MECHANIC PATENTED INVENTION

6 Point No. 43 — 25 A

PERIODICAL ILLUSTRATORS BANQUETED
BUILDS EXTENSIVE STEEL WAREHOUSES

6 Point No. 42 — 34 A

ESTABLISHED SEVENTEEN NORTHERN BRANCHES
HASTEN ARRANGEMENTS FOR INVITATION DANCE
BUSINESS THOROUGHFARE QUICKLY DECORATED

6 Point No. 41 — 37 A

MANUFACTURING BUILDER SECURES FACTORY CONTRACT
FREIGHT CONFERENCE ADJOURNS AFTER PRELIMINARIES
ARCHITECTURAL SCHOOL POSTPONES THIRD EXHIBITION

MR. RICHARD N. DILLINGHAM

REPRESENTING
HUNTIN BANKING COMPANY
PITTSBURGH

JOSEPH BUCHANAN JOHN SM

SLOANE & BUCHANAN

MANAGING AGENTS AND DIRECTORS FOR THE PRINCIPAL
FOREIGN AND DOMESTIC COMPANIES

CASUALTY
ACCIDENT

INSURANCE

RAILROAD
LIABILITY

BRANCH OFFICES ARE LOCATED IN ALL THE IMPORTANT CITIES OF THE COUNTRY
THE FACILITIES OF OUR ORGANIZATION ALWAYS AT YOUR DISPOSAL

9285-9289 WASHINGTON BUILDING

PITTSBURGH INDIANAPOLIS CINCINNATI

COPPERPLATE GOTHICS

TELEPHONE CONCORD 246

CAMBRIDGE, MASS. 19

IN ACCOUNT WITH

GEORGE HENDERSON COMPANY

ORNAMENTAL HARDWARE

TERMS: NET THIRTY DAYS

NINETEEN CHESTNUT STREET

BALANCE BROUGHT FORWARD

EDGAR CORSON, M.D.

CONSULTING SURGEON

OFFICE HOURS
9.00 TO 11.30 A.M.
2.00 TO 5.00 P.M.

MARCHMONT BUILDING
PITTSBURGH

SOUTHERN MINING COMPANY

DESIRES TO ANNOUNCE THAT IT HAS LATELY
OBTAINED THE SERVICES OF

HERBERT RITCHFORD

IN THE CAPACITY OF

ASSAYING CHEMIST

WITH OFFICES AT

COSMOPOLITAN FIRE INSURANCE BUILDING

NINETEENTH AND SYCAMORE STREETS

MINNEAPOLIS

COPPERPLATE GOTHICS

A DESIRABLE ALL-ROUND TYPE FAMILY
WHICH INCLUDES AN UNUSUAL RANGE OF FACES
IDEALLY ADAPTED TO PRACTICALLY
ALL GRADES OF COMMERCIAL
AND SOCIAL PRINTING



Haftel Ornament

SHOWING A FEW OF
THE MANY USES FOR THIS
STANDARD FAMILY

AMERICAN TYPE FOUNDERS
COMPANY

Light Copperplate Gothic and Light Copperplate Gothic Extended

NO SHOP IS
COMPLETE WITHOUT
THIS FAMILY

RICHARD KENSINGTON

FRAN

KENSINGTON-STO

STOCKS · BONDS ·

SAN

MERCANTILE TRUST
BUILDING

Copperplate Gothic Shaded and Light Copperplate Gothic

EDITH MARIE BRYDEN

PUBLIC STENOGRAPHER

IROQUOIS BUILDING
ATLANTIC CITY

Copperplate Gothic Shaded and Light Copperplate Gothic

MADISON DR

ANNOUNCES TH

OF AME

"MUDGE A

BY HENRY

TO BE GIVEN F

THE COM

WEDNESDAY, DEC

EMERSON

HORACE BOTHWICK

INVESTMENTS

TELEPHONE
BRUCE 1723

KNOX BUILDING
PINEGROVE CITY

Heavy Copperplate Gothic and Copperplate Gothic Italic

ADMITTING THE BEARER AND FRIENDS TO
AN UNUSUAL EXHIBITION OF

RARE PRINTS

FROM THE PRIVATE COLLECTION
OF BARON MARKHAM

JOSIAH RUTGER INSTITUTE
WEEK OF MARCH SECOND

Heavy Copperplate Gothic and Heavy Copperplate Gothic Extended

Light Copperplate Gothic Extended

COPPERPLATE
GOTHIC FAMILY

THIS FAMOUS TYPE FAMILY
NEEDS NO INTRODUCTION
TO ALERT TYPOGRAPHERS.
ALTHOUGH DESIGNED FOR
STATIONERY AND SOCIETY
PRINTING, IT CAN BE USED
IN PRACTICALLY ALL KINDS
OF COMMERCIAL PRINTING

CKBRIDGE

ERWIN HALSTEAD

KBRIDGE COMPANY

ESTMENT SECURITIES

NCISCO

BELL TELEPHONE
MARKET 9562

COMBINES
ATTRACTIVENESS
WITH UTILITY

POCKET CAMERAS

SUPER LENSES

PRESTO CAMERA COMPANY

MANUFACTURERS AND IMPORTERS OF
EQUIPMENT FOR PICTURE MAKING
246 FAIRMOUNT AVENUE
NORTH NEWBURGH

INTRODUCING
HARRY SEAMAN

Heavy and Light Copperplate Gothic Condensed

MATIC SOCIETY

HIRD OF A SERIES

AN PLAYS

NDERSON"

BROW MABIE

THE BENEFIT OF

NITY CLUB

MBER EIGHTEENTH

UDITORIUM

LUNCHEON

TENDERED TO

MISS IRENE CAMERON

BY HER ASSOCIATES IN

THE ACCOUNTING DEPARTMENT

OF THE

JOHNSTON-CORNISH
COMPANY

HOTEL MASSACHUSETTS

TURDAY, OCTOBER TWENTIETH

ONE-THIRTY O'CLOCK

Light Copperplate Gothic Condensed

HOTEL CHESTERFIELD

VIRGINIA BEACH

FACING THE OCEAN

CAFETERIA RESTAURANT

Heavy Copperplate Gothic Haftel Ornament

COPPERPLATE GOTHICS

TELEPHONE CENTRE 463 SHOWROOMS IN CHICAGO

FRENCH POTTERY COMPANY

MANUFACTURERS AND DESIGNERS OF

POTTERY FOR DECORATIVE PURPOSES

EUSTON, OHIO

THE KENSINGTON PLAYERS PRESENT

HUMORESQUE

A PLAY IN FIVE ACTS

NOVEMBER ELEVENTH AND TWELFTH

IRVINGTON OPERA HOUSE

TWO DOLLARS EIGHT O'CLOCK

ANNOUNCING THE APPOINTMENT OF

THE HOUSTON COMPANY

AS OUR EXCLUSIVE SUSSEX COUNTY

REPRESENTATIVE FOR THE

JOHNSTON SUPER EIGHT

THE SENSATION OF THE FEBRUARY

AUTOMOBILE SHOW

JOHNSTON MOTOR CAR COMPANY

REGENT SQUARE, NEW YORK

Light Copperplate Gothic and Caslon Openface Title Haftel Ornament

This insert is printed on PRIMROSE CANFOLD. Basis 20x26–60 lbs.
Made by MARTIN CANTINE COMPANY, Saugerties, N. Y.

OFFICERS

GEORGE PARSONS
PRESIDENT

ERIC BIRDLEIGH
VICE-PRESIDENT

JOHN LOWE
CASHIER

—

DIRECTORS

J. M. DAY
ROBERT KLEINERT
W. LIGHTER
RALPH KENDALL
BRIAN REID

CAPITAL
$2,587,000

MEMBER FEDERAL
RESERVE SYSTEM

THE CENTRAL NATIONAL BANK OF BRIDGEPORT

BUSINESS MEN AND CORPORATIONS HAVING ANY FUNDS WHICH THEY ARE NOT YET READY TO USE IN GREATER BUSINESS ARE INVITED TO CONSIDER THE ADVISABILITY OF DEPOSITING THEM WITH US IN AN INTEREST BEARING CHECKING ACCOUNT OR EXCHANGE THEM FOR CERTIFICATES OF DEPOSIT WHICH WILL BEAR INTEREST AT THE HIGHER RATE

WE ARE THEREFORE IN THE POSITION TO PRESENT SPECIAL OPPORTUNITIES FOR THE EMPLOYING OF FUNDS IN LONG AND SHORT TERM INVESTMENTS

BRAIDFORD AVENUE AT MORGAN STREET

DIRECTLY OPPOSITE THE UNION DEPOT

SOUTH BRIDGEPORT, PENNSYLVANIA

BEREUX TOILET PREPARATIONS

SOME PEOPLE HAVE THE ASTOUNDING FACULTY OF KEEPING COOL AND ALSO IMMACULATE IN SUMMER. WITH MANY IT IS DUE TO BEREUX TOILET ARTICLES SUCH AS PERFUMED SOAP, FINE FACE POWDER, RICH PERFUMES, FACE CREAMS, LOTIONS AND MANY MORE OF THEIR WORLD KNOWN DELICATE PREPARATIONS

THE NAME BEREUX IS A GUARANTEE OF QUALITY AND TRUE SATISFACTION

HUGO BEREUX COMPANY

IMPORTERS AND MANUFACTURERS

NEW YORK PARIS LONDON

CENTURY CLUB

HOTEL NESTOR

MENU

OYSTER COCKTAIL

CONSOMME EN TASSE

CUCUMBERS *OLIVES* *RADISHES*

FRESH CRAB MEAT

BROILED SPRING CHICKEN
CURRANT JELLY

BAKED POTATOES *CORN ON COB*

ASPARAGUS TIPS

FRUIT ICES *FRENCH PASTRY*

DEMI TASSE

COPPERPLATE GOTHIC SHADED

PATENTED DEC. 8, 1914 REGISTERED NO. 627,273

36 Point 4 A

BURN

30 Point 5 A

DANCE

24 Point No. 90 6 A

SECTOR

24 Point No. 89 7 A

MUSICIAN

18 Point No. 89 9 A

INFORMING

18 Point No. 88 11 A

SUBTERFUGE

12 Point No. 87 13 A

FAMOUS MANOR

12 Point No. 86 17 A

GROUP INSURANCE

12 Point No. 85 21 A

PRINTING EXHIBITIONS

12 Point No. 84 24 A

REWARDING MAINE HUNTER

6 Point No. 83 27 A

MICHIGAN BANKERS BANQUETED
PREDICTED BEAUTIFUL WEATHER

6 Point No. 82 31 A

LARGE RADIO BROADCASTING STATION
GRECIAN DANCERS DELIGHT AUDIENCE

6 Point No. 81 38 A

SPECIAL EXCURSION RATES FOR DELEGATES
REMARKABLE FRENCH PAINTINGS EXHIBITED

CHARACTERS IN COMPLETE FONT

A B C D E F G
H I J K L M N
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. , - ' " : ; ! ?

The following overhanging characters are supplied with fonts in all sizes from 12 to 36 Point

A F L P T V W Y

STUDIES

IN DRAWING, COMPOSITION
ILLUSTRATION AND
PAINTING

B

STILL LIFE, ANTIQUE AND
PERSPECTIVE

CONDUCTED BY

FLORENCE BURLESON

DEAN STUDIO BUILDING
CINCINNATI

ANTIQUE ORNAMENT

COPPERPLATE GOTHIC SHADED

GRAND RECEPTION

GIVEN ON THE OCCASION OF THE THIRD ANNIVERSARY
BY THE ALUMNI SOCIETY AND THE
PUPILS OF THE

BARTON TECHNICAL SCHOOL

GRAND BALLROOM OF HOTEL BURKE
CHESTER BOULEVARD

TUESDAY EVENING, MARCH EIGHTEENTH
NINETEEN HUND

INFORMAL

FLORENCE BRANFORD
ELOCUTIONIST

94 ASTOR PLACE

ELMWOOD STUDIO
NEW YORK

NINTH ANNUAL

BANQUET

OF THE OFFICERS AND
MEMBERS OF

THE DEAN MUSIC SOCIETY

HAMPTON, VIRGINIA



CRESCENT GARDENS
JUNE SIXTH

PROFESSOR LOUIS MERIDITH
TOASTMASTER

HAFTEL ORNAMENT

MRS. MAY HEARN

REQUESTS THE HONOR OF
YOUR COMPANY AT A

BIRTHDAY PARTY

IN HONOR OF HER DAUGHTER

LOUISE

AT HER RESIDENCE
27 VINE COURT

FRIDAY AFTERNOON, MAY FIRST
AT THREE O'CLOCK

EIGHT YEARS OLD

Engravers Shaded

18 Point No. 1 — 6 A

MODISH

18 Point No. 2 — 7 A

EXPORTS

12 Point No. 1 — 10 A

REGILDING

12 Point No. 2 — 12 A

DESIGNS GIFT
RIGHT BONDS

12 Point No. 3 — 16 A

QUIET NEIGHBOR
INFORMED GUIDE

6 Point No. 1 — 18 A

HANDSOME DESIGNER
BRIGHT SPRING MORN

6 Point No. 2 — 21 A

STUDENT MERITS DIPLOMA
KNOWLEDGE GIVES POWER

6 Point No. 3 — 25 A

COMPLIMENT GREAT LECTURER
FINANCE TYPOGRAPHY COURSE

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?

The following overhanging characters are supplied with each font

A F L P T V W Y

MISS ELINORE HICKSON

42 HUNEKER PLACE

YOURSELF AND FRIENDS ARE CORDIALLY INVITED

TO BE PRESENT AT THE

ANNIVERSARY DINNER

GIVEN BY THE

BINGHAMPTON LITERARY SOCIETY

EMERSON AUDITORIUM

MONDAY EVENING, JUNE TENTH

AT FIVE-THIRTY O'CLOCK

R. S. V. P.

Title Shaded Litho

CHARACTERS IN COMPLETE FONT

A B C D
E F G H
I J K L
M N O P
Q R S T
U V W X
Y Z & $
1 2 3 4 5
6 7 8 9 0
. , - ' : ; ! ?

24 Point No. 2 — 3 A

NORTH

24 Point No. 1 — 4 A

MUSKET

18 Point — 6 A

KINGDOMS

12 Point No. 3 — 7 A

FINE PRINTER

12 Point No. 2 — 12 A

EMINENT DESIGNERS

12 Point No. 1 — 15 A

DISTINGUISHED MEMBERS

6 Point No. 2 — 16 A

PRODUCING HANDSOME BROCHURES
DEMANDS IMMEDIATE RECOGNITION

6 Point No. 1 — 20 A

CELEBRATED TYPOGRAPHER ENTHUSIASTIC
MODERN ACCESSORIES INCREASED INTEREST

LORENARD COUNTRY CLUB

NORTH DECATUR, ILLINOIS

THE ENTERTAINMENT COMMITTEE TAKES GREAT
PLEASURE IN ANNOUNCING THE

MERIDEN SYMPHONY
ORCHESTRA

FRIDAY, JANUARY SIXTEENTH

MOUNTBANK ARMORY

FRANCIS NORTH, VIOLINIST
EDITH COLE, HARPIST

CARRIAGES AT ELEVEN

Lithograph Shaded

18 Point No. 8 — 6 A

STATISTIC

18 Point No. 7 — 7 A

EXPANDING

12 Point No. 6 — 10 A

PERSONALITY

12 Point No. 5 — 12 A

QUAINT CONCERT
SATISFIED FOLKS

12 Point No. 4 — 16 A

RAPID CALCULATIONS
IMPORTANT MESSAGE

6 Point No. 3 — 18 A

MAGNIFIES HUNDRED TIMES
SECURED UNIQUE PROGRAM

6 Point No. 2 — 21 A

PLEASING MOTION PICTURE PLAY
YOUNG CHILDREN ATTEND CIRCUS

6 Point No. 1 — 25 A

SCHOOL INSTRUCTOR RECEIVES MEDAL
PROFESSIONAL BASEBALL TEAMS MEET

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0 . , - ' : ; ! ?

The following overhanging characters are supplied with each font

A F L P T V W Y

American
Type Founders
Company

Louise May Burke

Milliner

25 Jay Avenue
Boston

The Industrial Art Society

of Philadelphia

cordially invites you and your friends to be
present at its twenty-seventh

Anniversary Dinner-Dance

Hasbrook Auditorium

Saturday Evening, October Thirteenth

at half after eight

excellent music

dancing at ten

STEELPLATE GOTHIC SHADED

12 Point No. 71 — 23 A

MANY INTERESTING
PAPERS EXHIBITED
BENEFITING MAYOR

6 Point No. 74 — 28 A

DISTINGUISHED BANKER
PRAISES CLERICAL HELP
FOR THEIR PROFICIENCY

6 Point No. 73 — 32 A

RECOVERS FRENCH PICTURES
DURING THE RECENT DISPLAY
BY PROMINENT CONNOISSEUR

12 Point No. 74 — 14 A

DENOUNCED
RANCOROUS

12 Point No. 73 — 17 A

MISDEMEANOR
HARPSICHORD

12 Point No. 72 — 19 A

SUPERABUNDANT
KNICKERBOCKER

24 Point No. 72 — 6 A

BANKS
HEDGE

24 Point No. 71 — 8 A

EMBARK
SECOND

18 Point No. 72 — 9 A

NOMADIC
KINGDOM

18 Point No. 71 — 11 A

RESIDENCE
DIRECTORS

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?

THE NATIONAL ACCOUNTANT
OF NEW YORK

THE LEADING PERIODICAL IN ITS FIELD

ANNOUNCES THE APPOINTMENT OF

MR. ALEXANDER JACKSON

AS THE EDITOR-IN-CHIEF
WITH OFFICES AT 175 PARK LANE

EFFECTIVE
JANUARY FIRST

ENGRAVERS ROMAN SHADED

36 Point 3 A

MEND

24 Point 4 A

CHROME

18 Point No. 52 7 A

REQUIRING
NUMBERED

18 Point No. 51 9 A

INSURE HOMES
BINDS EDITION

12 Point No. 55 10 A

KINGDOM UNITED
SECURE DECISION

12 Point No. 54 12 A

NOTED MUSIC STORE
SPANISH PROVERBS

12 Point No. 53 13 A

FOUND HISTORIC RELIC
HANDSOME BROCHURE

12 Point No. 52 14 A

MOUNTED POLICE SQUAD
NOTED ENGLISH PRINTER

12 Point No. 51 15 A

INCREASE CLOTH PRODUCTION
REQUESTING DIGNIFIED TYPES

6 Point No. 51 16 A

MODERNIZED SUBMARINES EXHIBITED
COUNTERSIGNING NUMEROUS ORDERS

CHARACTERS IN COMPLETE FONT

A B C G D E F
G H I J K L M
N O P Q R S T
U V W X Y Z &
$ 1 2 3 4 5 6 7
8 9 0 . , - ' : ; ! ?

The following overhanging characters are supplied with each font

A V W Y

THE SOCIETY
FOR
MEDICAL RESEARCH
REQUESTS
THE HONOR OF YOUR
PRESENCE AT
THE FALL MEETING
OCTOBER TWELFTH
AT ITS ROOMS
STANHOPE BUILDING

BY ORDER OF THE
PRESIDENT

ENGRAVERS BOLD

CHARACTERS IN COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?

The following overhanging characters are supplied with each font except 6 Point Nos. 1 and 2

A F P T V W Y

READINGS
FROM
DICKENS

By ALICE N. REID
ELOCUTIONIST

MISS REID HAS BEEN DELIGHTING LARGE AUDIENCES FOR THE PAST FOUR SEASONS AND THE PEOPLE OF MERIDEN ARE VERY FORTUNATE IN THIS ENGAGEMENT

WEDNESDAY EVENING
JUNE TENTH

AT THE
BIRGEN AUDITORIUM
SOUTH BURLING STREET
MERIDEN

36 Point 3 A
SUM

30 Point 4 A
KING

24 Point 5 A
MIRTH

18 Point No. 2 7 A
ESTATES

18 Point No. 1 8 A
DISHONOR

12 Point No. 3 10 A
BOLD MINER

12 Point No. 2 12 A
IDEAL FRIENDS
MODERN PRICE

12 Point No. 1 17 A
PROMINENT DRIVER
MODERN PURCHASE

6 Point No. 5 16 A
DISTINGUISHED PAINTER
KNIGHT PROCURES HOME

6 Point No. 4 20 A
ARCHITECTURAL SUPERVISORS
REPRODUCED FAMOUS MASTER

6 Point No. 3 27 A
AMERICAN CONTRACTORS INSTRUCTED
REMARKABLE SPECIMEN COLLECTIONS

6 Point No. 2 30 A
MANY BRIGHT PRINTERS MOVING NORTHWARD
INSTRUCTORS PRESENT VEXATIOUS PROBLEMS

6 Point No. 1 34 A
SEVERAL MAGNIFICENT SCENES INSPIRED DESIGNER
ENTERTAINERS DEMANDED INSURANCE PROTECTION
SOME ROMANTIC ESCAPADES RECENTLY DISCLOSED

24 Point 8 A 16 a

MASQUERADING
Exquisite Harmony

18 Point 12 A 22 a

IMPROVE BROCHURE
Finish Original Specimen

14 Point 16 A 32 a

MERITORIOUS CHARACTER
Recognizing Distinctive Qualities

12 Point 18 A 36 a

UNIQUE CREATION PRODUCED
Elicits Several Favorable Comments

10 Point 20 A 40 a

LIBRARY TRUSTEES HEAR REPORT
Card Holders Receiving Splendid Service

8 Point 23 A 44 a

BANKERS REMAIN HIGHLY OPTIMISTIC
Monthly Statement Shows General Prosperity

6 Point 24 A 47 a

NUMEROUS SCHOOL CHILDREN ENTERTAINED
Commercial Teacher Served Luncheon on the Campus

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ‘ ’ : ; ! ?

Phone 1406

MISS ELINOR SMITH
Manicuring

26 Temple Court Boston, Mass.

Notable Embroidery Exhibition

Annual Display of Domestic Needlework
from the showrooms of the

Swiss Manufacturing Company

Commercial Auditorium, Southern Boulevard
Middletown, Connecticut

During the week beginning Monday, June Sixth

An excellent opportunity to view a fine assortment of
Renaissance Laces

Telephone Intervale 641

EDWARD SIMPSON MORTON

Importer and Collector of Antiques

Statuary Jewelry
Rugs Vases

Cable Address
Morston, N. Y.

385 Westchester Avenue
NEW YORK CITY



Phelps & Reynol

Cut Flowers · Plants · Trees · Shrubs

1349 Wadsworth Avenue East
Sacramento

Announce

A new organization now operating greenhouses and nurseries for the production of choice flowers, trees, shrubs and bushes. The manager will strive to give a most complete service for all occasions from their branches and from the showroom

Mr. Phelps for the past fifteen years has been general manager for Harlington & Company

VOCATIONAL CAMEO

Bertrand Houghton

Dramatic Artist

Higby
Building

Rochester

VIRKOTYPE COMBINATION MONOGRAM

Invitation Shaded

PATENTED MAY 9, 1916 REGISTERED NO. 655,642

ELITE

FINISHING SCHOOL

An organization of unusual excellence which meets every demand of patrons who desire nothing but the best. Every teacher is a leader in his especial field

Chauncy M. Barns

PRINCIPAL

29 East Boulevard

Columbus

CHIC DECORATORS

24 Point 6 A 10 a

BURNISHING

Inspired Singer

18 Point 9 A 18 a

SPRING MODELS

Enchanting Damsel

14 Point 13 A 25 a

HANDSOME LIBRARY

Quickly Impressed Ladies

12 Point 15 A 30 a

DANCING INSTRUCTORS

Lessons Given Each Monday

10 Point 16 A 32 a

SOCIETY MAIDENS ELOPED

Purely Unsophisticated Gambol

Characters in Complete Font

A B C D E F G H I J K L M

N O P Q R S T U V W X Y

Z & $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q

r s t u v w x y z ff fi fl ffi ffl o'c

. , - ‘ ’ : ; ! ?

Character o'c made only in sizes from 10 to 18 Point

Montgomery &

Wholesale Confec

Desire to notify their customers and the trade in general that they have appointed

Mr. Hurbert Bryce

General Sales Manager

The reputation of Mr. Bryce as an expert in his line is so well established that we feel his selection will meet the approval of all our patrons



Earl Sandringham Hotel

Invitation Matinee Dansant

Given for the benefit of the

Mount Pleasant Dispensary

Saturday, October Eighteenth

Mandarin Ballroom

Two Dollars

Three to six o'clock

HAFTEL ORNAMENT

The Officers and Directors of

The Santa Barbara National Bank

request the honor of your presence at

the opening of its new

Fireproof Safety Deposit Vaults

Saturday, the third day of July

from one-thirty to four-thirty o'clock

Knickerbocker Plaza

24 Point 4 A 11 a

Beautiful Parks

18 Point 6 A 18 a

Recently Established

14 Point 9 A 28 a

Given Delightful Surprise
Honorable Mention

12 Point 11 A 31 a

Entertains Celebrated Violinist
Requests Introduction

10 Point 11 A 34 a

Diplomatic Methods Solve Problem
Noteworthy Achievement

8 Point 14 A 40 a

Popular Artist Displays Masterpiece
Valuable Information Concerning Exhibition
Artistic Paintings Recognized

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl ct
. , - ' : ; ! ?

Character ct made only in sizes from 8 to 18 Point

Betrothed

Marjorie Eleanor Baskerville
and
Raymond Henderson

A most cordial invitation is extended to yourself
and friends to attend our

Mid-Season Fashion Promenade

presenting the originations of our own designers and
those creations produced exclusively for us
by the best Parisian modistes

Wednesday, November the twenty-sixth
in the afternoon

Baron-Taylor Company

Inland Copperplate

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z o'c . , - ' : ; ! ?

The Elite Club

extends to yourself
and family an invitation
to their annual

Theatre Party

to witness the comedy

"Nobody"

Friday, May the eleventh
Royal Opera House
New York

Tickets reserved for members

36 Point 3 A 7 a

Multiple
Right Ideal

30 Point 4 A 8 a

Delightful
Hotel Styles

24 Point 5 A 9 a

Simplicity
Useful Article

18 Point 6 A 16 a

Photographer
Grateful Students

14 Point 9 A 26 a

Country Residence
Beautiful Winter Resorts

12 Point 10 A 30 a

Merchants Prospered
Praised Contributing Editor
Effective Medium

10 Point 11 A 35 a

Foreign Artist Welcomed
Exhibited Remarkable Collection
Completed Galleries

8 Point 13 A 38 a

Melodious Selection Rendered
Many Society People Attended Concert
Director Complimented

Wedding Text

48 Point 4 A 10 a

Important

42 Point 4 A 11 a

Quiet Parks

36 Point 4 A 13 a

Very Brightly

30 Point 5 A 15 a

Sculptor Helped

24 Point No. 1 6 A 18 a

Appreciation
Distinctive Portrait

24 Point No. 2 7 A 19 a

Reliable Methods
Noted Lawyer Elected

18 Point No. 1 9 A 30 a

Proposed Library
Valuable Records Intact

18 Point No. 2 10 A 30 a

Fitting Memorial
Erecting Beautiful Statues

14 Point 13 A 40 a

Receive Unique Design
Talented Decorators Gratified

12 Point 12 A 45 a

Quaint Paintings
Enthusiastic Art Critic
Magnificent

10 Point 15 A 50 a

Cordial Reception
Most Graceful Dancer
Entertainment

8 Point 16 A 54 a

Awarded Scholarships
Holding Impressive Ceremony
Made Valedictorian

6 Point 18 A 60 a

Distinguished Personality
Congenial Representative Secured
Inspiring Confidence

Characters in Complete Font

A B C D E F G H H
I J K L M N O P Q
R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ꝏ ꝛ o'r st th . , - ' : ; ! ?

Character o'r made only in sizes from 6 to 18 Point

Mme. Lucille

extends a most cordial invitation to
you to inspect a complete
assortment of

Beautiful Gowns

designed by popular
modistes

Tuesday, October Eighth

Kenilworth Parkway
Sayerbille

Mr. and Mrs. Reginald Harrison

announce the marriage of their daughter

Evelyn Ruth

to

Mr. George Shanley

on the afternoon of Tuesday, the sixth of May

at four-thirty o'clock

Central Presbyterian Church

Clayton, Ohio

At Home

after June the fifteenth

The pleasure of your company is requested at a

Graduation Dinner

in honor of

Miss Sarah Helen Rothenberg

on the evening of Wednesday, the tenth of February

at half after six o'clock

Palm Garden, Hotel Martinique

Wedding Text Shaded

PATENTED APRIL 9, 1918 REGISTERED NO. 660,445

36 Point 4 A 10 a

Bible Study

30 Point 5 A 12 a

Newest Design

24 Point No. 1 6 A 14 a

Pretty Decoration

24 Point No. 2 7 A 16 a

New Periodical

Exquisite Necklaces

18 Point No. 1 9 A 26 a

Finest Stationery

Sacred Concert Today

18 Point No. 2 10 A 28 a

Memorial Unveiled

Hymn and Song Review

14 Point 12 A 34 a

Twentieth Anniversary

Elementary School Teachers

12 Point 13 A 39 a

Piano and Organ Recital

Winter Theatre Parties Enjoyed

10 Point 15 A 43 a

Board of Directors to Resign

Rotary Club Holding Social Dance

8 Point 17 A 48 a

Gigantic French Ocean Steamship

Utility Corporation to Declare Dibidends

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m

n o p q r s t u v w x y z o'c

- , – ' : ; ! ?

Character o'c made only in sizes from 8 to 18 Point

Mr. Henry Pendleton

Formerly of Brown & Pendleton

takes pleasure in

announcing to the jewelry trade

that he has

recently accepted a position

as manager of the

Eastern Jewelry Corporation

Eastern Boulevard

Uniontown

Mr. and Mrs. Edgar T. Harrington

request the honor of your presence

at the wedding breakfast of their daughter

Margaret Louise

and

Mr. Herbert Stuyvesant

on the morning of Tuesday, the twentieth of June

at half after eleven o'clock

Four hundred and six Lincoln Avenue

Ridgefield Park

Mr. and Mrs. Herbert Stuyvesant

will be at home

Wednesday, the twenty-eighth of June

from four to six o'clock

Broadcliff Mountain Cottage

Richmond Hill

48 Point 4 A 8 a

Repudiated

36 Point 4 A 11 a

Decides Position

30 Point 5 A 14 a

Enlivening Crowds

24 Point 5 A 16 a

Geographic Study
Practical Development

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z o'c
. , - ' : ; ! ?

Character o'c made only in sizes from 8 to 18 Point

18 Point 8 A 25 a

Ardent Support
Begins New Method

12 Point 15 A 45 a

Possessed Originality
Reliable Business Policies
Artistic Designing

10 Point 16 A 50 a

Excitement Subsiding
Delivered Forceful Lecture
Generous Rewards

14 Point 13 A 38 a

Produce Fine Printing
Obtaining Desirable Results

8 Point No. 1 18 A 54 a

Used Appropriate Type Faces
Satisfied Customer Repeats Order
Extraordinary Performance

8 Point No. 2 22 A 65 a

Great Demonstrations Everywhere
Many Celebrated People Arriving Daily
Entertain Distinguished Guest

Permit us to extend the personal services and courtesy of

Miss Elsie May Bosworth

Special Designer of

The Ladies' Apparel Department

who will assist you and afford you every consideration
in the selection of your hats and gowns

Rodman Company

Please present this card

Specimens of Business and Society Printing

Invitations and cards composed in

Invitation Series · Shaw Text · Wedding Text

Card Bodoni · Engravers Old English

Engravers Old English Open

These faces are among the most popular designs
used on this class of printing

American Type Founders
Company

At home to all printers and others interested in
visiting the central plant at
Three Hundred Communipaw Avenue
Jersey City

Creator of
Distinctive
Type Designs

Set in Invitation Series

Mr. and Mrs. Wyndham Kingsland

request the honor of your presence at the

marriage of their daughter

Elizabeth

to

Mr. Ralph Wainwright

on the afternoon of Thursday, the twentieth of April

at four o'clock

at the Second Baptist Church

Newburg, Delaware

Set in Wedding Text

Special Easte

will b

Church of Saint

Spring W

Sunday, Ma

at half a

Rev. John Bertle, Pastor

Miss Evelyn Fairchild

Set in Wedding Text

The Metropolitan Club

of Philadelphia

invites you to be present at the

Spring Musical Carnival

in honor of the Twelfth Anniversary

of the founding of the Club

on Saturday, the twenty-seventh of March

at eight o'clock

Jackson Square Auditorium

Highland Boulevard

Set in Shaw Text

urning Service

at the

on the Evangelist

New York

wenty-ninth

n o'clock

Set in Engravers Old English Open

Mr. Richard Huntington

University Club

Set in Shaw Text

THE OFFICERS AND DIRECTORS DESIRE TO ANNOUNCE THE

REMOVAL OF THE BANKING OFFICES OF THE

BERKSHIRE COUNTY NATIONAL BANK

TO THEIR NEW BUILDING LOCATED AT

NORTH CLINTON AND SEVENTH STREETS

MANCHESTER

MARCH SIXTEENTH

JEROME S. BURBANK
SECRETARY

Set in Card Bodoni

Wellington Richard Southgate

Counselor In All Matters That Pertain To The Law

This the briefest of briefs deponeth that the one Wellington Richard Southgate, formerly with Auth & Wills of this city, whose practice consisted of many complicated legal problems, both civil and criminal, is now engaged, personally, in the practice and pursuit of the law, with offices in the Menley Building, where he will be pleased to welcome his clients and friends of which he trusts the one is synonymous with the other as the occasion ariseth or necessity demandeth

South Mountain Avenue Corner Reynolds Highway
Menley Building · West Coopertown Heights

Set in Engravers Old English

MISSAL INITIALS

This insert is printed on SOCIETY WEDDING, ANTIQUE FINISH. Basis 22x34—56 lbs.
Made by CROCKER-MCELWAIN COMPANY, Holyoke, Mass.
Made only in White. Also furnished in Plate and Linen Finishes. Sub. 24 and 28

BRANDON SERIES

CHARACTERS IN COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &
$ 1 2 3 4 5 6 7
8 9 0 . , - ' : ; ! ?

No figures made for 6 Point No. 0

COPPERPLATE ROMAN

12 Point No. 555 17 A

FOREIGN MUSICIANS
EXPLOITING EUROPE

12 Point No. 554 16 A

NEPONSIT COUNTRY CLUB
STOCK EXCHANGE CLOSED

6 Point No. 551 24 A

MAINE NATIONAL GUARD REGIMENTS
INTRODUCING NOVEL OFFICE SYSTEM

6 Point No. 552 28 A

COUNSEL DEMANDING THOROUGH RESEARCH
PRESIDENT NAMED JAPANESE AMBASSADOR

6 Point No. 553 31 A

EMINENT SCULPTOR COMPLETES MEMORIAL STATUE
SOUTHERN AMUSEMENT COLONIES ATTRACT CROWDS

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
Q R S T . , - '

24 Point 6 A

HUNTER

18 Point No. 2 8 A

DECOROUS

18 Point No. 1 9 A

INQUISITION
PROSPECTUS

12 Point No. 4 12 A

REMINISCENCE
ENTERPRISING

12 Point No. 3 14 A

HUGE MONUMENT
RETURNED PRIZE

12 Point No. 2 18 A

NOTED MUSIC SOCIETY
BRITISH OCEAN LINER

12 Point No. 1 21 A

MOTION PICTURE STUDIOS
TYPE DESIGNS IMPROVED

6 Point No. 3 18 A

HONORED MARINE REGIMENTS
PRAISE INGENIOUS MECHANIC

6 Point No. 2 22 A

EASTERN COLLEGE HEADS CONVENE
INTERESTING SUBJECTS DISCUSSED

6 Point No. 1 26 A

LARGE FRENCH CRUISER ENTERED HARBOR
DEVISED CREDIT SYSTEM FOR MERCHANTS

6 Point No. 0 36 A

MANY SENATORS ATTEND MEMORIAL DAY EXERCISES
HUMOROUS COMEDIANS DELIGHT MIRTHFUL CHILDREN

BLAIR SERIES

24 Point No. 2 5 A

NICHE

24 Point No. 1 6 A

URBAN

18 Point No. 2 8 A

SQUIRM

18 Point No. 1 9 A

REPENTS

12 Point No. 4 11 A

MORTGAGE
BIG SIPHON

12 Point No. 3 14 A

INSPIRED HIM
HIDES CHECK

12 Point No. 2 16 A

PRINTING TRUE
MOSAIC DESIGN

12 Point No. 1 18 A

RAMBLING NOMAD
HELPED CAPTIVES

6 Point No. 4 16 A

MODERN ORCHESTRA
SHIP FOLDERS QUICK

6 Point No. 3 19 A

EXPERIENCED WORKERS
BUILD SUBURBAN SHOP

6 Point No. 2 23 A

PRUDENT ADVERTISERS SAVE
RARE DRAWING GIVEN WRITER
QUAINT FURNITURE EXHIBITS

6 Point No. 1 29 A

NEAT TYPOGRAPHIC SPECIMEN BOOK
CANADIAN CRAFTSMEN BANQUETING
IDAHO SENATOR DELIVERED ORATION

CHARACTERS IN COMPLETE FONT

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
. , - ' : ; ! ?

6 Point No. 0 carried in stock only at Foundry

CONDENSED BLAIR

24 Point No. 2 9 A

ENDING

24 Point No. 1 11 A

MORTISE

18 Point No. 2 14 A

BRUSHED

18 Point No. 1 16 A

HYSTERICS

12 Point No. 4 19 A

PRONOUNCED

12 Point No. 3 22 A

GRECIAN PRINCE

12 Point No. 2 27 A

HISTORIC VOLUMES
STEAMSHIP FRANCE

12 Point No. 1 33 A

INDIAN GUIDE SECURED
GRAPHIC ARTS SOCIETY

6 Point No. 4 30 A

EXCLUSIVE AMERICAN TYPES
SOUVENIR BOOKLET BOUGHT

6 Point No. 3 34 A

INTERESTING SPECIMEN SHOWN
DANISH UNIVERSITY DESTROYED

6 Point No. 2 40 A

INTRODUCED HARMONIOUS OVERTURE
ORIGINAL PAINTINGS ON EXHIBITION

6 Point No. 1 48 A

KINDERGARTEN CHILDREN ENJOYED PICNICS
CALIFORNIA PUBLISHER SECURED CONTRACT

CHARACTERS IN COMPLETE FONT

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z
& $ 1 2 3 4
5 6 7 8 9 0
. , - ' : ; ! ?

MERCANTILE SERIES

FOURTH ANNUAL

SURPRISE DANCE

OF THE

ROXBURY CLUB

ON WEDNESDAY EVENING

APRIL SIXTH

••

METROPOLIS THEATRE AND CASINO

NORTH LOMBARD STREET

CARD MERCANTILE

12 Point No. 7 — 10 A

RICH SALESMAN

6 Point No. 3 — 17 A

BARONIAL CLUB
TIME HANDICAP
HEROIC MARINE

12 Point No. 6 — 13 A

BLUNDER
EULOGIZE

6 Point No. 12 — 22 A

SERIOUS QUESTIONS
PERPETUAL SPRING
UNIFORM DOCTRINE

12 Point No. 5 — 16 A

UNDERBRUSH
MANIFESTING

6 Point No. 11 — 30 A

NEIGHBORING COMMUNITY
PRACTICAL BUSINESS IDEA
HAD RIDICULOUS OPINIONS
ENCOURAGING STATEMENT

6 Point No. 4 — 16 A

DIGNIFIED MIEN
SIMPLE PROCESS
HISTORIC PLACE

18, 24 and 30 Point carried in stock only at Foundry

CHARACTERS IN COMPLETE FONT

A B C D E F G H
I J K L M N O P
Q R S T U V W X
Y Z & $ 1 2 3 4 5 6
7 8 9 0 . , - ' : ; ! ?

18 Point No. 29 — 10 A

RECONDITE

18 Point No. 28 — 13 A

BLUSTERING

12 Point No. 27 — 12 A

HENCEFORTH

12 Point No. 26 — 15 A

MINOR OFFICER

12 Point No. 25 — 18 A

BOROUGHS UNITED
DIRECT SELECTION

12 Point No. 24 — 18 A

PROMINENT AUTHORITY
EXTRAORDINARY RULES

6 Point No. 23 — 21 A

NEW ELECTRICAL MAGAZINE
INCREASED CUSTOM BUDGET

6 Point No. 22 — 26 A

DELEGATION INSTRUCTS CHAIRMAN
SELECT FINANCIAL ADMINISTRATOR

6 Point No. 21 — 35 A

RAILROADS AND STEAMBOATS HANDLE THRONGS
PEOPLE FLOCKING TO MOUNTAIN AND SEASHORE

CHARACTERS IN COMPLETE FONT

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
. , - ' : ; ! ?

TYPO GOTHIC

24 Point No. 2 — 7 A

FISHERMEN

24 Point No. 1 — 7 A

REMARKABLE

18 Point No. 2 — 9 A

HUNT RESUMED

18 Point No. 1 — 12 A

PRINTING EXHIBITS

12 Point No. 3 — 15 A

NEWBURGH EXCURSION

12 Point No 2½ — 18 A

BEAUTIFYING AND CHARMING

12 Point No. 2 — 21 A

MATHEMATICIANS AMALGAMATE

12 Point No. 1 — 23 A

ENTERTAINING FOREIGN DIPLOMATS

CHARACTERS IN COMPLETE FONT

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
. , - ' : ; ! ?

6 Point No. 4 — 20 A

DISTINCTIVE TYPE FACES SHOWN
FOUNDERS PRODUCE SPECIMENS

6 Point No. 3 — 23 A

HIGHEST STANDARD WORK SECURABLE
DEMANDED SCIENTIFIC CONSTRUCTION

6 Point No. 2 — 29 A

CALIFORNIA IDEAL PARADISE FOR VACATIONISTS
IMMENSE FREIGHT HINDERS RAILROAD TRAFFIC

6 Point No. 1 — 34 A

AMERICAN PRINTING MACHINERY PRODUCES QUALITY
EXPORT COMPANY REPORTS FOREIGN TRADE INCREASE

ROSEDALE BOTANICAL GARDEN

GALA EXHIBIT

A VERY CORDIAL INVITATION IS EXTENDED TO YOURSELF
AND YOUR FRIENDS TO VISIT THE BEAUTIFUL
MODERN GREENHOUSE AND THE
BOTANICAL GARDEN

SUNDAY AFTERNOON, MAY FOUR

FROM TWO TILL HALF-PAST FOUR

BEAUTIFUL PLANTS — EXQUISITE FLOWERS

THIS FAIRYLAND OF FLOWERS IS THE WORK OF C. S. WHITTLE, PROFESSOR OF BOTANY AT THE ROSEDALE INSTITUTE. MANY OF THE EXHIBITS WERE COLLECTED BY HIM ON HIS RECENT TOUR THROUGH THE ORIENT

CARD BODONI BOLD

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K

L M N O P Q R S T U V

W X Y Z & $ 1 2 3 4 5

6 7 8 9 0 . , - ' ' : ; ! ?

The following overhanging characters are supplied with fonts Nos. 18, 19, 20, 21, 22, 23 and 24

A F L P T V W Y

24 Point No. 24 7 A

SEARCH

24 Point No. 23 9 A

EARNING

18 Point No. 22 11 A

NEIGHBOR

18 Point No. 21 13 A

DESK CLOCK

12 Point No. 20 15 A

HOSTILE MOVE
BEST PRINTING

12 Point No. 19 19 A

UNIVERSAL RULES
MODISH COSTUME

12 Point No. 18 22 A

EXPERIENCED SAILOR
BEAUTIFUL PORTRAIT

12 Point No. 17 27 A

FIVE BUILDINGS ERECTED
INCREASED REVENUE TAX

6 Point No. 16 25 A

MODERNIZED BOARD FACTORY
REPRINTS EDUCATIONAL BOOK

6 Point No. 15 29 A

BOARD OF CENSORS REVOKE LICENSE
PERIODICAL MANAGERS ORGANIZING
LOFT BUILDINGS REPAIRED QUICKLY

6 Point No. 14 34 A

HOTEL ADVERTISING CAMPAIGN LAUNCHED
INDUSTRIAL SITUATION BECOMING SERIOUS
EXHIBIT RARE SPECIMENS OF TYPOGRAPHY

6 Point No. 13 38 A

MANUFACTURERS HAVE VERY PROSPEROUS TIMES
PRECIOUS STONES AND JEWELRY HEAVILY TAXED
NEW CLUBHOUSE FOR CONDUCTORS AND FIREMEN

CARD BODONI

6 Point No. 4 25 A

MERCANTILE EXPORTS
INTERIOR DECORATOR

6 Point No. 3 29 A

SUMMER CLEARANCE SALE
ENJOY FRATERNAL OUTING

6 Point No. 2 34 A

DARING FIREMAN SAVED CHILD
GRAND DISPLAY OF FIREWORKS

6 Point No. 1 38 A

URGENT DEMAND FOR SERIOUS MEN
NEWSPRINT SHIPMENTS DECREASED
FOGGY WEATHER DELAYS STEAMERS

24 Point No. 12 8 A

MARSH

24 Point No. 11 9 A

ENJOINS

18 Point No. 10 11 A

BENCHER

18 Point No. 9 13 A

NORTHERN

12 Point No. 8 15 A

DETERMINED

12 Point No. 7 19 A

SOUTHERN TIME
HOTEL CLINTON

12 Point No. 6 22 A

BEAUTIFUL SCENES
FACTORY ERECTED

12 Point No. 5 27 A

INDIAN BOWLING CLUB
CONVINCE THE BUYERS

CHARACTERS IN COMPLETE FONT

A B C D E F

G H I J K L

M N O P Q R

S T U V W X

Y Z & $ 1 2 3

4 5 6 7 8 9 0

. , - ' ' : ; ! ?

The following overhanging characters are supplied with fonts Nos. 6, 7, 8, 9, 10, 11 and 12

A F L P T V W Y

Engravers Old English Open

18 Point 8 A 22 a

Beautiful Open Faces Style and Dignity

14 Point 10 A 33 a

Announcements
Dainty Wedding Invitations
Personal Stationery

12 Point 13 A 37 a

Church Publicity
Useful for Programs and Menus
Suggests Refinement

10 Point 14 A 44 a

Pleasing and Characteristic
Indispensable for Social Typography
Holiday Greeting Cards

8 Point 16 A 48 a

Old English Faces Appeal to Milady
Artistic Efforts for Discriminating Clientele
College Graduation Programs

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g
h i j k l m n
o p q r s t u
v w x y y z z
ft ck ff fi fl ffi ffl
. , - ' " : ; ! ?

Character ck made only in sizes from 8 to 18 Point

M

An Exhibition of Paintings by French Artists will be held in the Continental Museum of Art during the month of December and you are very cordially invited to attend any afternoon except Friday between the hours of one-thirty and five

Present This Card at Door

Tudor Black No. 2

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , = ' : ; ! ?

42, 48 and 72 Point carried in stock only at Foundry

36 Point 4 A 7 a

Amethyst
Each Day

30 Point 4 A 10 a

San Gabriel
Choral Fete

24 Point 5 A 13 a

Golden Legend
Harmony Club

18 Point 7 A 18 a

Choirs Rehearsing
Expressive Music

12 Point 10 A 30 a

Helms Memorial Church
International Dramatist

10 Point 10 A 36 a

Terse Oriental Philosophy
Mystical Religious Beliefs
Philanthropic Association

8 Point 14 A 40 a

Invaluable Authentic Manuscript
Persian Wisdom Long Recognized
Momentous Theological Problems

6 Point 16 A 50 a

Knowledge Acquired Becomes Quite Profitable
Mature Experience Proved Exceptionally Good
Comprehensive Reading Hastens Advancement
University Trained Executives Now Preferred

Anniversary
Concert



Grace Church Quartette

Mary Korb, Soprano
Dorothy Eastlake, Contralto
Stanley Highton, Tenor
Frank Wood, Bass

Raymond Losaw at the Organ

New Collegiate Church
September Twentieth

VERSATILE ORNAMENT

Engravers Old English

72 Point 3 A 5 a

Bible

60 Point 3 A 5 a

Picked

48 Point 3 A 7 a

Explain Teach

42 Point 4 A 7 a

Loadstar Speak

36 Point 4 A 8 a

Handicraft Refusal

30 Point 5 A 11 a

Pyrotechnics Chorister

24 Point 5 A 12 a

Advocate
Entertained
Banker

18 Point 8 A 22 a

Incantation
Holiday Social
Venetians

14 Point 10 A 33 a

Finished Manse
Pleasant Reception
Mademoiselle

12 Point 13 A 37 a

Guardianship
Twelve Modistes
Wonderful

10 Point 14 A 44 a

Racer Rewarded
Fine Entertainment
Yuletide Tale

8 Point 16 A 48 a

Elaborate Reception
One Hundred Thousand
Tenth Pedagogue

6 Point 16 A 50 a

Impressive Presentation
Builders Recommend Actor
Dedication Ceremonial
Reports Harmony

Characters in Complete Font

A B C D E F G
H I J K L M
N O P Q R S T
U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w x
y z æ ß ff fi fl ffi ffl ct oe
. , - ' " : ; ! ?

Character oe made only in sizes from 6 to 18 Point

Engravers Old English

An excellent type
for high-grade
Society and Church
Printing

Made and for sale by

**American
Type Founders
Company**

Everything
of the best for the
Printer

To You, Old Friend

At the Half Century Milestone

WE, who have had the privilege of association with you in your work, are today honored to mark with you the attainment of your Fiftieth Anniversary ¶ We know of no higher tribute to your leadership than to say that we share with you the rich realization of achievement. We know of no greater pledge for the future hich may catch something of ion which has made possible march of the past years, that ich you have builded may be carried on through the years It is a pleasure to each of us at this time our most sincere or past favors and your con- eding our deep good wishes or the success that is to come

lphia Banking Company
Bullingston, President

CLELAND BORDER
CINCINNATI INITIAL

Installation of the

Chimes

Saint Matthew
Methodist Episcopal
Church

Milterham, Pennsylvania

Week of June Sixteen

Resident Bishop: Franklin Mason, D.D., LL.D.
District Superintendent: John M. Doylson, D.D.
Pastor: William Westly, Ph.D.

MURAL ORNAMENT

The flower
of youth never
appears
more beautiful
than when it bends
towards the
Sun of
Righteousness

Matthew Henry

MODERN DASH

Engravers Old English Bold

72 Point 3 A 4 a

Bail

60 Point 3 A 5 a

Weld

48 Point 3 A 6 a

Magic Note

42 Point 3 A 6 a

Rapids First

36 Point 3 A 6 a

Pasquin Social

30 Point 4 A 9 a

Employed Courier

24 Point 4 A 12 a

Dancer Railroad Court

18 Point 7 A 20 a

Mischief Subscriber Guilds

14 Point 9 A 28 a

Providence Typographical Honored

12 Point 11 A 31 a

Testaments Entire Society Democrat

10 Point 12 A 36 a

Presentation Greatest Council Banqueted

8 Point 14 A 41 a

Haberdasheries Christian Literature Architectural

6 Point 16 A 47 a

Dramatic Societies Regrets Procrastination Metropolitan Daily Congressman

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

Craftsmen's Invocation

O Thou Beneficent Art and Mystery, whose mission is to carry enlightenment to all people from age to age, make us, thy craftsmen, worthy of thee and of all the craftsmen who in times past have glorified thee. Let thy light shine upon our lives and our vocations. May no word or deed of ours, or any of our handiwork, bring dishonor upon thee; but rather may we uphold thy dignity at all times and in all places, and in brotherly love and helpfulness advance thy fame, to the end that all men may be persuaded to acknowledge thee as mightiest among the Arts and Crafts. So let it be!

JAQUISH ORNAMENTS

Music washes
away from the soul
the dust of
everyday life

Royal Studios

Violin and Pianoforte Instruction

East Rutherford

ORPHIC SPOT



Books

are the legacies that
genius leaves to
mankind to
be delivered down
as presents to
the posterity of those
that are yet
unborn

VOCATIONAL CAMEO

Cloister Black

72 Point 3 A 5 a

Brief

60 Point 3 A 6 a

Debut

48 Point 4 A 7 a

Knights Nectar

42 Point 4 A 8 a

Musicale Width

36 Point 4 A 9 a

Respirator Counsel

30 Point 5 A 11 a

Index Leased Handicap

24 Point 5 A 14 a

Yachting Educational Anchor

18 Point 8 A 22 a

Graduation Testamentary Statutes

14 Point 10 A 32 a

Horticulturist Wasted Program Bridesmaid

12 Point 12 A 36 a

Exceptionably Serving Luncheon Tournament

10 Point 14 A 42 a

Elected Secretary Officiating Conductor Congressional

8 Point 16 A 52 a

Delightful Confections Acknowledgment Registered United Congregation

6 Point 17 A 55 a

Theological Organization Insurance Company Courageous September Testimonial First Exposition

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V Y W
W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ß ll
. , - ' : ; ! ?

The Story of William and Mary

Written in Italian in the year 1422, translated into French by Raoul Georges a year later, and now done in English by John Watson and Mary Grover Sinclair

MCMXXIV

Publisher's Note

¶ This volume, although in no sense a facsimile of the style of the original work, is designed to embody the chief characteristics of the bookmaking of that period. Quarto in size, and printed on an imported hand-made paper in black letter, with rubrications as in original.

¶ Its illustrations comprise engravings redrawn from the wood cuts that appeared in the original edition and these effectually break up the uniformity of the rather solid pages of text matter.

¶ It is bound entirely uncut in covers of darkish green paper boards with a rough linen back and paper label. Three hundred copies will be printed, after which the plates are to be destroyed.

$15.00
a copy

Prosperity, Health and Happiness now and always · the Love of Friends and the fulfilment of your most cherished desires What more could I wish you on this your Birthday Anniversary? And I gladly do so

Richard Mitchell · The Hermitage · Worcester

Washington Text

96 Point 3 A 4 a

Bid

84 Point 3 A 4 a

Sale

72 Point 3 A 4 a

Tent

60 Point 3 A 4 a

Grand

Usual

48 Point 3 A 6 a

Benefit

Mortal

36 Point 3 A 9 a

Quaint

Certify

30 Point 4 A 10 a

Midgets

Operatic

24 Point 5 A 12 a

Regulator

Charitable

18 Point 7 A 21 a

Supernatural

Organ Music

Noctambulist

14 Point 10 A 28 a

Beautiful Couple

Orders Shipment

September Tenth

12 Point 12 A 32 a

Repairs Cathedral

Best Safety Match

Questions Heroism

10 Point 14 A 38 a

Testimonial Banquet

Strange Report Card

Neighboring Hamlets

8 Point 16 A 48 a

Question Marathon Runners

Theological Seminary Closed

Old Navigator Gives Banquet

Bounteous Christmas Giving

6 Point 18 A 50 a

Northern Climate Makes Robust

Smart Writer Grasps Opportunity

Mathematician Astonishes Boys

Yuletide Spirit Gladdens Children

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v

w x y z . , - ' : ; ! ?

The Printer's Power

Generally speaking, printing has not come into its own. It is young yet, and it is democratic. It has yet to make its great record. Sweeping into its grasp all the skill of the artist, the photographer, the designer, the engraver, the paper-maker, and the bookbinder, and laying its tribute on all the various other arts, it is directly influential in molding the thought of all peoples

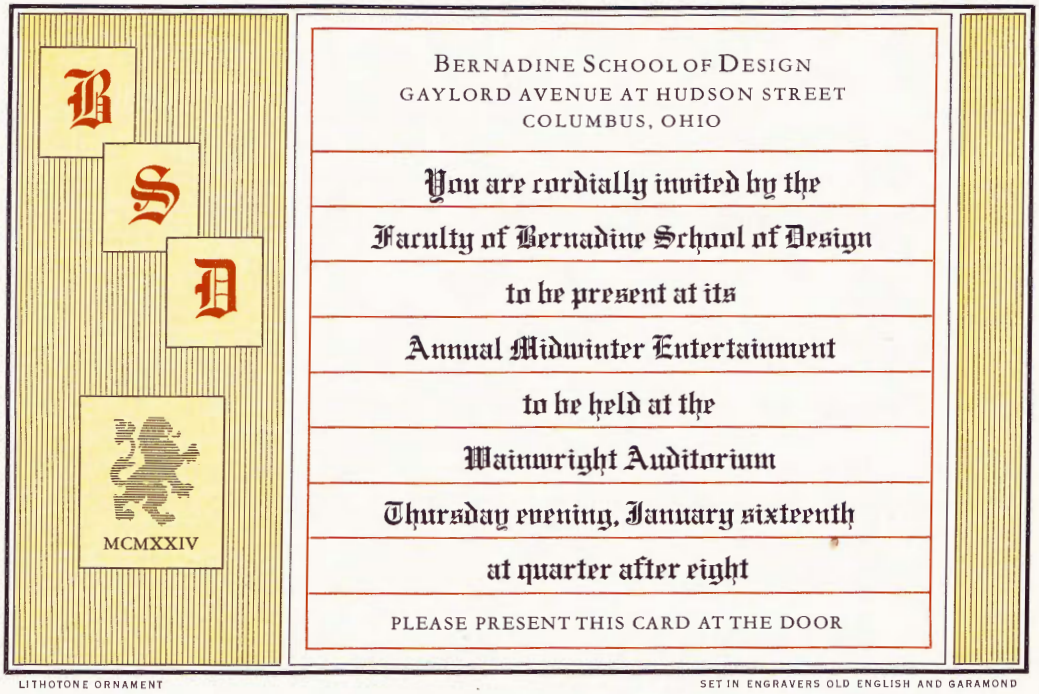
OLD ENGLISH BORDER MODERN FLOURISH

Quaint Furniture

The Flinton Company extends to the public a cordial invitation to call and view a showing of imported furniture, consisting of rare articles of the Chippendale, Jacobean, Georgian and Adam periods, which are now on exhibition in their showrooms

MODERN DASH

Texts in Combination



LITHOTONE ORNAMENT — SET IN ENGRAVERS OLD ENGLISH AND GARAMOND

FORMAL ANNOUNCEMENT
TO THE PUBLIC IN GENERAL AND TO THE
CRITICAL BUYER IN PARTICULAR

Autumn & Winter Clothes

WE ARE NOW SHOWING AN INTERESTING VARIETY OF
READY-TO-WEAR GARMENTS FOR

Business · Sport · Dress

BUSINESS CLOTHES follow closely the exclusive Benjamen design of previous years. Sport suits include a new group of plaids and solid colors. Dinner and dress clothes are shown in several models for men of all ages. Lightweight fall topcoats in new tweeds and herringbones are also ready

The Benjamen-Stewart Clothing Company

CLELAND BORDER AMERICAN BORDER CINCINNATI INITIALS — SET IN WASHINGTON TEXT AND GARAMOND

Texts in Combination

OFFERING ADVERTISERS A COMPLETE SERVICE — PLANS · COPY · DESIGNING · ENGRAVING · ELECTROTYPING

JOHN WILLIAMSON, *President*
ANDREW SMITH, *Vice-President*

HAROLD FISHER, *Secretary*
GEORGE E. MULDOON, *Treasurer*

The Williamson Printing Company

Printers & Binders

426 KENTWORTH PLACE, NEAR BROADWAY

TELEPHONE 1145

Buffalo

SET IN CLOISTER BLACK AND CASLON OLDSTYLE NO. 471 AND ITALIC VOCATIONAL CAMEO

Assets exceed liabilities by over half a million dollars



Before Sailing

Deposit your securities with us and we will collect income due and remit draft

Harbor Park Trust Company

The value of life deepens with the joys of travel



Round the World

By specially chartered steamship QUEEN BESS *of the Regal Line. Fastest liner afloat. Sails June 4th*

Central Travel Bureau
Kenilworth Building
Norfolk

SET IN ENGRAVERS OLD ENGLISH BOLD AND GOUDY OLDSTYLE AND ITALIC VOCATIONAL CAMEOS

MARGARET COLLINS, PRESIDENT · GRACE HENDERSON, SECRETARY

The Textile Corporation

Importers and Wholesale Dealers in

GENUINE IRISH LINENS *and* LACES

61 PENNSYLVANIA BOULEVARD

Telephone 82 *Bradfend*

SET IN WASHINGTON TEXT AND CASLON OLDSTYLE NO. 471 AND ITALIC VOCATIONAL CAMEO

South Norwalk

Steel and Wood Furniture for Printers

Including Cut-Cost Equipments

Made by the Hamilton Manufacturing Company

Carried in Stock at all our Selling Houses for Prompt Service

American Type Founders Company

SET IN CLOISTER BLACK CLOISTER ORNAMENT



Correct Society Printing for Letterpress Printers

SINCE the American Type Founders Company first designed types giving the effect of engraved work, correct in style and equaling the softness and the excellence of copperplate printing, many of its customers have successfully entered this uncrowded field in competition with copperplate printers. Especially is this true with printers located in the smaller cities and towns throughout the United States, there being a constant and increasing demand made upon them for wedding invitations, wedding announcements, at-home cards, etc.

Few letterpress printers realize that millions of dollars are expended annually among copperplate printers for Society Printing. Take the item of visiting cards. Are there not more than two million persons carrying these cards, each representing an expenditure of at least one dollar? Add to this the higher priced engraved stationery and the total is truly enormous. The dry goods stores and stationers and canvassers assist the copperplate printers to gather this profitable harvest.

The quality of letterpress work should equal that of the copperplate printer, first in the correctness of the form, cards and paper, and secondly in the clearness of the impression. None but perfect types should be used. The use of worn type is inexcusable in printing of so personal a character, reflecting unfavorably upon the social status of the user. In fact, no printer should attempt Society Printing until he is familiar with the fashions governing it, and he will do well to keep in touch with the changes which are dictated by fashion from time to time.

Copperplate engravers charge by the letter; the letterpress printer can do the same. He should have a price for the stock, a price for the presswork, and a charge for each letter. He should ascertain the price charged by engravers for lettering, which often runs as high as fifteen or twenty cents per letter. There is so great a difference in favor of the cost of types that the letterpress printer may easily save the first cost of the types, plus composition, on each order, and still be much below the engraver's charge. In a font of eighteen point script, so much used in Society Printing, the price per letter (A to Z caps and lower-case, not including figures or points) is approximately one cent per letter. If this were doubled as a basis for charging for the use of the types, the letterpress printer would still be far below the engraver's charge per letter.

CARD STOCK—This should always be pasted stock, because it does not curl. The size is 21 x 33 inches, of which a half inch salvage is waste. It is sold in packages containing one hundred sheets, or may be bought cut to order. For calling cards, two-sheet sixty pound is used; for invitation and announcement cards, three-sheet sixty pound is used. Extreme fashion calls for four-sheet sixty pound paneled cards for invitations and announcements. Cards of the correct size may be

Mr. Harold Burling

A correct size (C) for men. Sizes B and D (see diagram, p. 396) are also correct, D being preferred when address is added.

Dr. Robert Partington

Office Hours:
9 to 11 a.m.
5 to 7 p.m.

Ninety Church Street

A correct size (E) for professional men. The size may vary according to lettering required. Size D is preferred by many.

bought from the manufacturers or their agents, cut to size and correctly paneled. Paneling is effected by applying a hot blank of the required size to the card on a die press, thus creating a panel, the unpressed edges forming a raised border, generally half inch wide. Envelopes are carried in stock or made to order to match all correct sizes of women's cards. Beveled or gilded edges should never be used for Society Printing.



A correct size (F) for a very young miss.

PAPER STOCK FOR ANNOUNCEMENTS—A special kind of paper is made for Society Printing. The size is 21 x 33 inches and the preferred weights are seventy pound for the announcements and the inner envelopes and sixty pound for the outer envelopes. It is sold in packages of 240 sheets or in "wedding cabinets" containing fifty to one hundred folded sheets of various cut sizes, with inner or outer envelopes, each in a separate box. The size of paneled stock (folded) is 5⅛x7⅜ inches, with three-quarters inch border. If the announcement is not paneled a correct size (folded) is 4⁹⁄₁₆x6⅞ inches.

CORRESPONDENCE PAPER—Correspondence paper to be correct must be plain, without ruling, preferably white, ranging from pure white to pearl gray, or in soft tones of color, with envelopes to match. There is a wide range of sizes, but the printer should select a few approved sizes and colors to carry in stock. Correct sizes are 5⅛x4⅞, 5⅞ x4¹⁵⁄₁₆ and 6¹³⁄₁₆x5⅜ inches. The small size is correctly used for short notes of acceptances or regrets, although correspondence cards, size 5⁷⁄₁₆x3⅜ inches, have largely superseded the small note sheet. The middle size of correspondence paper is used for short letters and the largest size for general correspondence for both men and women. Envelopes must match the paper.

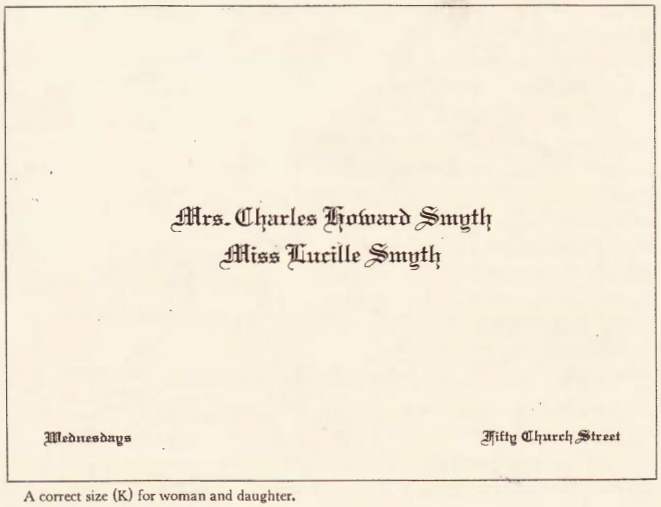
MOURNING CARDS—The width of black band varies (see page 396 for examples) according to relationship. For a widow's card a band of about one-third inch (No. 5) during the first year of widowhood, diminishing about one-sixteenth inch each six months thereafter. On a widower's card one-quarter inch (No. 3) is the widest, diminishing gradually from time to time. For other relatives, the band may vary from the thickness of No. 3 to that of "Italian." No. 5 band is now considered excessive, but among the Latin races is held to be moderate, and if preferred, is entirely correct. Envelopes are made to match, when required.



A correct size (G) for young women.



A correct size (H) for women.



A correct size (K) for woman and daughter.

DELIVERY—Copperplate printers deliver Society Printing in neat, stylish boxes. They are compelled to slip-sheet the work with tissue paper, an expense the letterpress printer may avoid, if careful. Boxes, covered with enameled paper for cards and all kinds of Society Printing, are on sale to carry the correct sizes. No matter how excellent your work and quality may be, women who know the correct practice will not be satisfied unless the packages are as neat as those sent out by the copperplate printers. This detail is important.

ADVERTISING—The letterpress printer, following the practice of copperplate printers, may enlist the co-operation of stationers, dry goods stores, and others, to take orders for him. Agent should be supplied with the diagram of correct card sizes and samples of correct correspondence papers in frames, together with the formula for making prices.

Mrs. Harold Jay Smyth

Eighteen North Street

The address may be omitted, but it is generally printed. Spell out the street number and numbered streets when practicable. Sizes H, J.

Mrs. Harold Jay Smyth

Fridays Eighteen North Street

At home between 3.00 and 6.00 o'clock to receive calls, meaning Friday of every week; or it may be limited to "First Friday" (of the month), "Fridays until April," "First and Third Fridays," etc. Sizes H, J.

Miss Smyth

An elder or an only daughter does not print her Christian name and, while residing with her mother, omits her address. Size G.

Mrs. Harold Jay Smyth
Miss Ethel Smyth

Fridays Eighteen North Street

On first entering society a young lady does not use a calling card of her own. Her name is printed below that of her mother with or without the "at-home" day. If she calls alone a pencil line is run through the mother's name. Sizes J, K.

Mrs. Harold Jay Smyth
The Misses Smyth

Eighteen North Street

When two daughters enter society in the same season this form is used. Even after the daughters have calling cards of their own, this or form at left is used for calling together or for days at home. Sizes J, K.

Miss Grace Smyth

The younger daughters use their full names. Size G.

The Misses Smyth

For calling together. Sizes H, J.

Mr. and Mrs. Harold Smyth

Eighteen North Street

For sending with wedding gifts, for joint regrets, and returning first calls after marriage. Use of separate cards is better form. Sizes J, K.

Mr. Harold Jay Smyth

It is not usual to put the home address on a married gentleman's card or that of a gentleman living with his parents. Sizes B, C, D.

Mr. Herbert Smyth

Park Athletic Club

For bachelor whose address is at his club. Sizes B, C, D.

Mr. Justice Andrew Smyth

For a judge of a supreme court, or "Mr. Justice Smyth." Sizes B, C, D.

Mr. Herbert Smyth

Lieutenant, Ninth Infantry
United States Army

For military or naval officer below rank of captain. Instead of designating the regiment, "United States Army" is equally correct. Sizes B, C, D.

Rear Admiral Joseph Smyth

United States Navy

For general officer. Sizes B, C, D.

Colonel John Robert Smyth

Ninth Cavalry, United States Army

For regimental officer. Sizes B, C, D.

Lawrence Smyth, M. D.

Hours: 9-11 a.m.
8-10 p.m. 90 Park Place

Physician's professional card; or "Dr. Lawrence Smyth." Size E.

ADDRESSES ON CORRESPONDENCE PAPER

Should be in the form printed below, and in plain types, in black ink. There is no good reason why the printer should not develop a demand for printed stationery by advertising, and secure the liberal profits derived from the sale of the paper and envelopes. Spell house numbers in full.

Forty-two Oxford Boulevard
Grandview Park

OCEAN COTTAGE
SEACREST

FORTY-TWO OXFORD BOULEVARD
GRANDVIEW PARK

FORTY-TWO OXFORD BOULEVARD
GRANDVIEW PARK

Forty-two Oxford Boulevard
Grandview Park

OCEAN COTTAGE
SEACREST

Forms of Invitation and Announcement

The following forms and arrangements of lines are correct, and under the forms correct sizes are given. Sizes may vary according to lettering.

All cards should have envelopes matching in size, but not any outer envelopes. Cards are required, as a general rule, for all daylight functions and paper for evening occasions.

When paper is used both inner and outer envelopes are required.

Sizes of lines should be uniform, with the exception of disconnected address lines and the designation of entertainment, which should be smaller. The rule is to avoid capitals wherever possible. Lines for writing on are not used, except on admission cards.

[PUNCH HOLES HERE]

John William Smyth

March the twelfth
One thousand nine hundred and thirty

Mr. and Mrs. Charles Howard Smyth

Nineteen Parkside Avenue
Hillsboro

Announcement of birth. Large card, size K; small card, 2x1 1/8 inches. The cards are punched, and the smaller attached with a white satin bow.

Mr. and Mrs. Charles Howard Smyth
request the pleasure of your company
at the christening of their Son
on Tuesday afternoon, the third of April
at four o'clock

Nineteen Parkside Avenue

For a christening, to be printed on either card or paper. A correct size of card is M. If in the evening, this form should be printed on paper, a correct size for which (folded) is 6 7/16x5 1/8 inches.

Miss Edna and Master Raymond Smyth
hope to have the pleasure of
[NAME HERE]
company on Monday afternoon, the third of May
at five o'clock

Dancing Nineteen Parkside Avenue

For a juvenile party. The card being addressed to the parents, the child's name is written on invitation. A correct size of card is 4 7/8x3 inches, or, if paneled, 4 3/4x3 9/16 inches; 1/2 inch panel.

Mrs. Charles Howard Smyth
and Miss Smyth
will be at home
on Wednesday, the second of January
from four until six o'clock
at Sixty Oak Place

At-home card, sometimes called tea card, because tea is served. For this form 4 7/8x3 inches is a correct size, or, if paneled, 4 3/4x3 9/16 inches; 1/2 inch panel.

Mrs. Charles Howard Smyth
The Misses Smyth

Thursdays
April third and tenth
Bridge Nineteen Parkside Avenue

Another form of at-home card. The name of entertainment (if any) will vary. A correct size is 4 7/8x3 inches, or, if paneled, 4 3/4x3 9/16 inches; 1/2 inch panel.

To meet
Mr. Justice and Mrs. Smyth
Mr. and Mrs. Charles Howard Smyth
request the pleasure of your company
on Monday, the first of June
from four until seven o'clock

Nineteen Parkside Avenue

At-home card. For this form a correct size is 5 3/8x3 3/8 inches, or, if paneled, 5 3/16x4 1/8 inches; 5/8 inch panel.

Mr. and Mrs. Charles Howard Smyth
request the pleasure of

[BLANK LINE]

company at a Musicale
on the evening of Monday, the third of June
at half after nine o'clock

Symphony Orchestra Nineteen Parkside Avenue

Musicale reception at residence; or to avoid writing the name, "request the pleasure of your company | at a musicale," etc. For this form a correct size of paper (folded) is 7 7/16x5 9/16 inches; 3/4 inch panel.

Mrs. Charles Howard Smyth
will be at home
on Wednesday, the sixteenth of August
from four until seven o'clock

Garden Party Oceancrest

Garden party card; or "Mr. and Mrs. Charles Howard Smyth," or "Mrs. Charles Howard Smyth and the Misses Smyth," or the name of hostess with a house guest or other friend. A correct size for this form is 5 3/8x3 3/8 inches, or, if paneled, 5 3/16x4 1/8 inches; 5/8 inch panel.

For garden parties out of town, train cards are enclosed with the invitations, in the same form and size as printed on page 394.

Mr. and Mrs. Charles Howard Smyth
request the pleasure of
[BLANK LINE]
company on Thursday, the fifteenth of July
from four until seven o'clock

Garden Party — Oceancrest

Another form of card for garden party. A correct size is 5⅜x3⅜ inches, or, if paneled, 5⅜x4⅛ inches; ⅝ inch panel.

Mr. and Mrs. Charles Howard Smyth
Miss Smyth
Miss Grace Smyth
request the pleasure of your company
on the evening of Wednesday, the fifteenth of April
at ten o'clock

Cotillon — Nineteen Parkside Avenue

For a dancing party or "cotillion," which is the English form of the French word "cotillon." Correct size of paper (folded) is 6⅝x5¾ inches, or, if paneled, 7 1/16x5 9/16 inches; ¾ inch panel.

Mr. and Mrs. Charles Howard Smyth
and the Misses Smyth
request the pleasure of your company
on the evening of Friday, the tenth of August
at half after eight o'clock
at Dolan's
41 Vanderbilt Place

Dancing — Kindly send reply to Nineteen Parkside Avenue

Reception in public hall; or "R. s. v. p. Nineteen Parkside Avenue." For this form correct size of paper (folded) is 6⅝x5¾ inches, or, if paneled, 7 1/16x5 9/16 inches; ¾ inch panel.

Mr. and Mrs. Charles Howard Smyth
request the pleasure of
[BLANK LINE]
company at dinner
on
at o'clock

Nineteen Parkside Avenue

For dinners, names and dates to be written in. A correct size of card is 5⅜x3⅜ inches, or, if paneled, 5 1/16x4⅛ inches; ⅝ inch panel.

To meet
Mr. Justice and Mrs. Smyth
Mr. and Mrs. Charles Howard Smyth
request the pleasure of
[BLANK LINE]
company at dinner
on the evening of Monday, the first of July
at eight o'clock

Nineteen Parkside Avenue

For a formal dinner, with or without names of guests in whose honor the dinner may be given. A correct size of paper (folded) is 7 1/16x5 9/16 inches; ¾ inch panel.

The Bergendale Assembly Dances
Season of 1929-30
December the third and tenth
January the seventh and February the eleventh
from nine until two o'clock
Bertoncelli's

Patronesses

[HERE FOLLOWS LIST IN TWO COLUMNS IN SMALLER LETTERS]

Subscription $15.00, payable before November 15th to
Mrs. Walter Raymond Smyth, Treasurer, Five Duffield Avenue

For subscription dances. A correct size of paper (folded) is 7⅞x6 inches. When the list of patronesses is very long, it may be printed on the third page.

The pleasure of
[NAME HERE]
company is requested
at the Fourteenth Regiment Ball
at Military Hall
on the evening of Tuesday, the third of March
at ten o'clock

R. s. v. p.
Joseph Browne, Adjutant
The Armory, Madison Street

For a ball. Correct sizes of paper (folded) are 6⅝x5¾ and 7¼x5¾ inches.

The pleasure of
[BLANK LINE]
company is requested
at a dinner to be given in honor of
Charles Howard Smyth
District Attorney of Burnett County
on the evening of Saturday, the eighth of January
One thousand nine hundred and thirty
at half after seven o'clock
at Riebler's

Frederick Parsons — Reverend John Polk
Justice Wrightson — Colonel Mark Adams
[AND OTHER NAMES OF COMMITTEE]

R. s. v. p.
Herbert Rawlings, Secretary
Eighty-five Neptune Place

For large public banquet, usually made imposing in appearance with large lettering. Correct sizes of paper (folded) are 10⅛x7⅞ and 9⅝x7¼ inches.

Dinner tendered to
Charles Howard Smyth
on Saturday, the eighth of January
One thousand nine hundred and thirty
at Riebler's

Admit

Cards to admit to large banquet. A correct size is 4⅞x3 inches. (L)

Mr. James Smyth
requests the pleasure of
[BLANK LINE]
company on the evening of Friday, the first of May
at eight o'clock
at the Bedford Assembly Rooms
Eighty Park Place

Music

For bachelor's reception. Correct sizes of paper (folded) are 6 7/16x5¾ and 7¼x5¾ inches.

270 — Admit Mr. — 270

Anniversary Banquet
The Club of Printing Art Craftsmen
Rochambeau's French Cafe
Saturday, the eighteenth of January
at eight o'clock

Present this card at door of Banquet Room

Name — Table No. — [PERFORATE HERE]

Admission ticket to club dinner. A correct size of card is 6x3½ inches.

You are cordially invited to the
Charity Ball
to be given at Bertoncelli's
on Wednesday, the seventeenth of February
One thousand nine hundred and thirty
at half after eight o'clock
Proceeds to be given to the Orphan Home

Patrons and Patronesses

Mr. and Mrs. James Smyth — Mrs. Thomas Dempsey
Mr. Justice Kenworthy — Admiral Richard Burns

Kindly send reply on or before
February the second
to Mr. Robert Griswold
Sixty Oak Lane

Miss Clara Holmes
Mr. David Carr
Committee

For subscription ball. Lettering usually larger than for private invitations. If the list of patrons and patronesses is very long it may be printed on third page. A correct size of paper (folded) is 8½x6¾ inches.

The Club of Printing Art Craftsmen
of the City of New York
cordially invites you to be present
at a Banquet
in honor of the One hundred and seventeenth
Anniversary of the Society
on Saturday, the eighteenth of January
One thousand nine hundred and thirty
Rochambeau's French Cafe
Broadway and Forty-second Street
at eight o'clock

R.s.v.p.
John Bahr
Secretary

Milton Sperry
President

For a club dinner. A correct size of paper (folded) is 8½x6¾ inches.

Wedding Stationery

Each invitation printed on paper has its own envelope, matching in size and stock. The whole set is enclosed in an outer envelope of the same stock. When a single invitation or announcement is sent out, printed on paper, both inner and outer envelopes are required.

Mr. and Mrs. David Jay Smyth
request the honor of your presence at the
marriage of their daughter
Lucille
to
Mr. Frank Hoyt
on the afternoon of Thursday, the first of June
at four o'clock
at the First Presbyterian Church
Pleasant Valley

For church ceremony "request the honor" is used, while for ceremony at residence "request the pleasure" is the correct form, as printed below. Other correct forms are also shown. Correct sizes (folded) are 6⁷⁄₁₆x5⅛ inches, or 6⅝x5¾ inches, or, if paneled, 7⁷⁄₁₆x5⅝ inches; ¾ inch panel. The two larger sizes are preferred for invitations.

The pleasure of your company is requested
at the marriage of
Miss Lillian Bradshaw
to
Mr. John Boyle
on the afternoon of Friday, the first of July
at a quarter after four o'clock
at the residence of
Mr. and Mrs. James Smyth
Ninety Elm Place
Oakwood

For wedding ceremony in residence of friends of the bride.

Mr. and Mrs. David Jay Smyth
request the pleasure of
[BLANK LINE]
presence at the marriage of their daughter
Lucille
to
Mr. Frank Hoyt
on the evening of Tuesday, the first of May
at four o'clock
at Eight Prospect Avenue
Morgandale

Another correct and fashionable form of invitation to a wedding ceremony.

A special car will leave
Pennsylvania Station for Bergendale
at 3.48 p.m.
Returning, leaves Bergendale at 8.18 p.m.
Please present this card at the train

Train leaves Pennsylvania Station
for Bergendale at 3.20 p.m.
Returning, leaves Bergendale
for Camden at 7.30 p.m.

For train cards, to be enclosed with the invitation. A correct size for these two forms is 4½x2¾ inches. Lines are centered. Train cards may require very full directions, and size will vary accordingly, up to 5⅜x3⅜ inches. In cases where a special car is provided, the name of guest is sometimes written on card, after the directions, and followed by the words, "will please present this card at the station door and to the conductors." Another form ends, "Please present this card instead of a ticket to the gatemen and conductors." The phrase "carriages will convey the guests to the house and return them to the train" is sometimes added after the train information.

Mr. and Mrs. Charles Howard Smyth
request the pleasure of
[BLANK LINE HERE]
company on Friday, the sixth of April
at half after four o'clock
at Six Elm Lane

A preferred form of reception card after church ceremony, to be enclosed with the invitation. A correct size for this form is 4½x3⅜ inches. Another correct form of reception card is shown on the next page.

Ceremony at half after six o'clock

For card for wedding at residence, to accompany the invitation to reception, part of the guests only being invited to the ceremony; or "marriage ceremony at," etc., in which case use two lines, "Marriage" being the first. A correct size is 4⅝x2⅝ inches.

Reception
from eight until ten o'clock
at the Laurel Bloom
Oakdale

For reception card after church ceremony, to be enclosed with the invitation. A correct size is 5x3 inches.

Please present this card
at the First Presbyterian Church
on Thursday, the seventeenth of September

For admission card, to be enclosed with church invitation. A correct size for this form is $3\frac{1}{2}$x$1\frac{7}{8}$ inches. Another form is "Please present this card at the Church," in one line, a correct size for which is $4\frac{3}{16}$x$2\frac{1}{4}$ inches. An extreme form has the guests' name written at top of card, followed by "will please present this card | at the First Presbyterian Church | Bergendale | on Thursday, the seventeenth of September." For such a card a correct size is $4\frac{3}{8}$x$2\frac{3}{4}$ inches.

Will be at home
Tuesday, the tenth of August
at Seventy-seven Metropolitan Boulevard
Bergendale

For at-home card, to be enclosed with the invitation; or "on the afternoons of Tuesdays | the tenth and seventeenth of April | at," etc. Correct sizes are $5\frac{1}{4}$x$2\frac{3}{4}$ and $5\frac{3}{8}$x$3\frac{3}{8}$ inches.

Mr. and Mrs. David Jay Smyth
request the pleasure of your presence
at the wedding reception of their daughter
Lucille
and
Mr. Frank Hoyt
on the evening of Thursday, the first of June
at seven o'clock
at Eight Prospect Avenue
Morgandale

For reception after wedding at residence. Correct sizes of paper (folded) are $6\frac{7}{16}$x$5\frac{1}{8}$ or $6\frac{5}{8}$x$5\frac{3}{4}$ inches, or, if paneled, $7\frac{7}{16}$x$5\frac{9}{16}$ inches; $\frac{3}{4}$ inch panel.

Mr. Frank Hoyt
and
Miss Lucille Smyth
have the honor
of announcing their marriage
on Thursday, the first of June
One thousand nine hundred and thirty-one

For a wedding announcement; private ceremony, when the bride has no near relatives; the name of the church may be added. A correct size of paper (folded) is $6\frac{7}{16}$x$5\frac{1}{8}$ inches.

Mr. Frank Hoyt
Miss Lucille Smyth
Married
on Thursday, the first of June
One thousand nine hundred and thirty-one
at the First Baptist Church
in Bergendale

Another correct form of announcement; name of church may be omitted. A correct size of paper (folded) is $6\frac{7}{16}$x$5\frac{1}{8}$ inches.

Mr. and Mrs. David Jay Smyth
have the honor of announcing
the marriage of their daughter
Lucille
to
Mr. Frank Hoyt
on Thursday, the first of June
One thousand nine hundred and thirty-one
at the First Baptist Church
in Bergendale

For announcement of wedding; if at residence, substitute the address for name of church; or either may be omitted properly. Another correct form has the name written in, and reads "have the honor of announcing to [here write name] the marriage" etc., as above. Correct sizes of paper (folded) are $6\frac{7}{16}$x$5\frac{1}{8}$, or $6\frac{5}{8}$x$5\frac{3}{4}$ inches, or, if paneled, $7\frac{7}{16}$x$5\frac{9}{16}$ inches; $\frac{3}{4}$ inch panel.

For the marriage of a sister, above form is correct, but the name of the bride will be in full, thus: Miss Dorothy May Hawthorne.

When the invitation is sent out by a clergyman the form is: The Reverend and Mrs. John James Brown | request the honor of | [blank line for guest's name] | presence at the marriage of their daughter | , etc., as above.

When the bridegroom is a military officer of the rank of captain or higher, his rank is printed thus: Captain Thomas Jones | United States Army | (or Navy); but if his rank is below that of captain, his rank is printed thus: Mr. Thomas Jones | Lieutenant, United States Army | (or Navy).

Mr. and Mrs. Frank Hoyt

Will be at home after first of July

Eighty-five Park Street
Bergendale

For at-home card, to be enclosed with wedding announcement. A correct size is $5\frac{3}{8}$x$3\frac{3}{8}$ inches.

Owing to the death of Mrs. Smyth's sister
Mr. and Mrs. David Jay Smyth beg to recall
the cards issued for the wedding reception of
their daughter Lucille

For recall of invitations. A correct size of black-bordered card is $4\frac{7}{8}$x$3\frac{1}{8}$ inches.

1923—1933
Mr. and Mrs. John Smyth
request the pleasure of your company
at the
tenth anniversary of their marriage
on the evening of Friday, the fifteenth of June
from half after eight until eleven o'clock
at Eighty-one Park Lane
Charlottesville

For a wedding anniversary. Correct sizes of paper (folded) are $6\frac{7}{16}$x$5\frac{1}{8}$ inches, or $6\frac{5}{8}$x$5\frac{3}{4}$ inches, or, if paneled, $7\frac{7}{16}$x$5\frac{9}{16}$ inches; $\frac{3}{4}$ inch panel.

1923 J.S. 1933

[MONOGRAM OR INITIALS HERE]

Mr. and Mrs. John Smyth
will be at home
on the evening of Friday, the fifteenth of June
from half after eight until eleven o'clock
at Eighty-one Park Lane
Charlottesville

For a wedding anniversary. Correct sizes of paper (folded) are $6\frac{7}{16}$x$5\frac{1}{8}$ inches, or $6\frac{5}{8}$x$5\frac{3}{4}$ inches, or, if paneled, $7\frac{7}{16}$x$5\frac{9}{16}$ inches; $\frac{3}{4}$ inch panel.

ANNOUNCEMENTS OF DEATH AND ACKNOWLEDGMENTS OF CONDOLENCES—These forms are much used, as relieving the bereaved from the painful task of writing individual acknowledgments.

The cards and envelopes must have mourning borders, the width and the usage in regard to which are printed below.

The family of the late
Charles Howard Smyth
gratefully acknowledge your kind thought
and expression of sympathy

For acknowledgment of condolences; the address may be added in the right-hand lower corner, but usually is not. A correct size of card is 4⅞x3⅛ inches, with ¼ inch (No. 3) black border, and envelopes to match.

Mr. Charles Howard Smyth
and family
acknowledge with grateful appreciation
your kind expression of sympathy

Another form of acknowledgment of condolences. A correct size of card is 4⅞x3⅛ inches, with ¼ inch (No. 3) black border, and envelopes to match.

It is with great sorrow
that we announce the death of
Mr. James Smyth
President of this company
which occurred at Harrington, Nebraska
on Sunday, the third of August
One thousand nine hundred and thirty

Smythson Company, Ltd.
Robert Roy Smyth
Secretary

Thirty Broad Street

Announcement of demise. A correct size of paper (folded) is 6⅝x5¾ inches, with 5/32 inch (No. 2) black border and envelopes to match.

EXAMPLES OF MOURNING BANDS

Italian

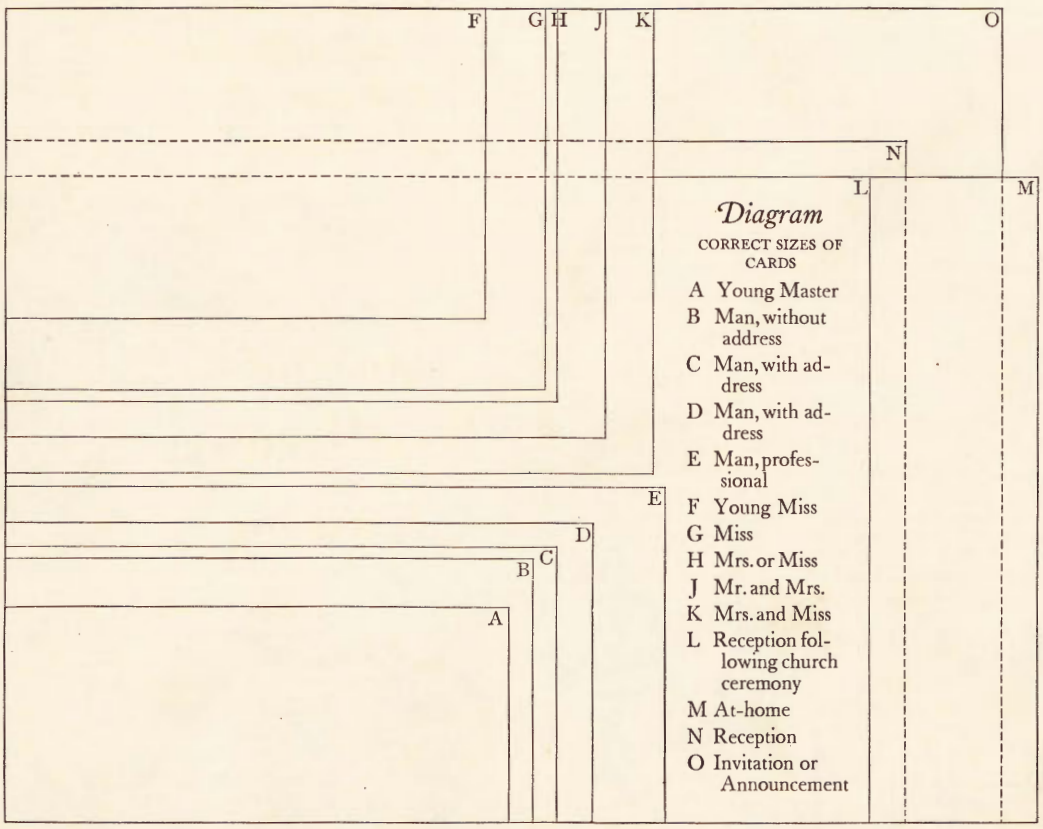
No. 1

No. 2

No. 3

No. 4

No. 5



Diagram

CORRECT SIZES OF CARDS

A Young Master
B Man, without address
C Man, with address
D Man, with address
E Man, professional
F Young Miss
G Miss
H Mrs. or Miss
J Mr. and Mrs.
K Mrs. and Miss
L Reception following church ceremony
M At-home
N Reception
O Invitation or Announcement

This insert is printed on BLUE CHESTERFIELD PAPETERIE
Basis 21½ x 33—76 lbs.
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.



Script Type Faces

Selected designs adapted for use on correct society printing and for high-grade office stationery

American Type Founders Company

This insert is printed on BLUE BISCAY WEDDING, plate finish
Basis 21½x33—76 lbs.
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.

Script Type



The manufacture of script type faces is still a very important part of our business. There are various kinds of highly profitable printing to which script faces are better adapted than any other types, hence the constant demand. The beautiful script faces shown in this catalogue meet every requirement for all kinds of printing where the use of script type is desirable

American Type Founders Company

SET IN ROUNDHAND SERIES

VOCATIONAL CAMEO

Typo Upright

48 Point 3 A 10 a

Best Encyclopedia

36 Point 4 A 14 a

Metropolitan Theatres

30 Point 5 A 18 a

Smart Handwriting Expert

24 Point No. 1 6 A 21 a

Beautiful Engravings Duplicated

24 Point No. 2 7 A 26 a

Customers Admire Aristocratic Letter

18 Point 9 A 35 a

Noted Foreigner Given Agreeable Surprise

14 Point 9 A 44 a

Printed Social Stationery
Will Interest Fashionable People

12 Point 10 A 48 a

Graduates Receive Diplomas
Brilliant Valedictorian Congratulated

Characters in Complete Font

A B C D E F G H
I J K L M N O
P Q R S T U V
W X Y Z Th Tu &
$ 1 2 3 4 5 6 7 8 9 0
a b c d d e f g h h i
j k l m n o o' p q r r
s s t u v w x y z rs of
. ' . ‘ , ; - ’ : ; ! ?

The Elite Milliners Company

Grosvenor Square East, New York

Beginning Monday morning, April first, at nine-thirty oclock
we will show the most recent creations in

Spring Hats

rtest conception of the foremost
n designers, and will be
attractive prices

Hours 7 to 9 p. m.

Dr. Edmund Wright

Chiropractor

736 Fifth Avenue Newport, Ohio

Typo Upright Bold

18 Point 9 A 29 a

Remarkable Testimony
Extraordinary Metamorphosis

14 Point 11 A 32 a

Inspect Brilliant Cavalcade
Formidable Undertaking Accomplished

12 Point 11 A 45 a

Recent Classification Quite Difficult
Versatile Electrician Shows Resourcefulness
Great Mathematician Honored

60 Point 3 A 9 a

Distinguished

48 Point 3 A 10 a

Acknowledgment

36 Point 4 A 13 a

Wonderful Invention

30 Point 5 A 16 a

Magnificent Forces

24 Point No. 1 7 A 20 a

Serviceable Qualification

24 Point No. 2 8 A 23 a

Compiles Interesting Report

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z Th Tu & $ 1 2 3 4 5 6
7 8 9 0 a b c d e f g h i j k l
m n o o' p q r s s' t u v w x y z
, ' ½ . ‘ , ; - ’ : ; ! ?

You are cordially invited to attend the
fourth subscription

Festival of Hungarian Music

produced under the auspices of the
Musical Art Society at Stanchley Lyceum on
Friday evening, June fourth

Please present card at door

John Henry Sterling
Director

Typo Script

60 Point 3 A 8 a

Hesperian

48 Point 3 A 10 a

Rhapsodical

36 Point 4 A 14 a

Beautiful Girls

30 Point 4 A 17 a

Captivated Knight

24 Point 6 A 20 a

Delightful Atmosphere

18 Point 8 A 24 a

Mighty Behemoth
Invited Everybody Out
Bought Automobile

14 Point 8 A 32 a

Remarkable Personality
Famous English Psychologist
Cordial Reception
Entertained Vast Assemblage

Characters in Complete Font

A B C D E F G H I J K
L M N O P Q R S T U V
W X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t
u v w x y z . : , ; - ' : ; ! ? , '

Annual Theatre Party

tendered to the employees of the

Mechanicsburgh Banking Company

to be held at

Coyle's Century Roof Garden

Monday evening, September first

at eight o'clock sharp

Typo Script Extended



The Croydon Galleries
Rochester

Showing of Early

Italian Engravings

From the private collection of
Baron Jean de Clevis
Paris, France

April Seventh to Twelfth
Ten to Four-thirty

Catalogues may be had for a small fee

Mr. Horace Latimer

Washington, D.C.

60 Point 3 A 7 a

Majestic

48 Point 3 A 9 a

Knapsack

36 Point 4 A 12 a

Synchronize

30 Point 4 A 14 a

Redfield Bank

24 Point 6 A 18 a

Large Aeroplanes

18 Point 8 A 24 a

Delightful Chat
Pleasant Surroundings

14 Point 8 A 32 a

Manufactured Fabric
Building Terminal Extension

12 Point 10 A 40 a

Preferred Stockholders
Marine International Companies

Characters in Complete Font

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o ó p q r s ś t u v w
x y z . : , ; - ' : ; ! ? , '

Typo Slope

48 Point 3 A 9 a

Negotiates

36 Point 4 A 11 a

Refined Men

30 Point 4 A 13 a

Great Diplomat

24 Point No. 1 5 A 16 a

Mysterious Scholar

24 Point No. 2 5 A 19 a

Wonderful Personality

18 Point 7 A 23 a

Unabridged Encyclopedia

14 Point 8 A 27 a

Splendid Library
Magnificent Building
Rare Volumes

12 Point 9 A 32 a

Musical Comedy
Delightful Entertainment
Well Attended

Characters in Complete Font

A B C D E F G H
I J K L M N O
P Q R S T U V
W X Y Z Th Tu & $
1 2 3 4 5 6 7 8 9 0
a b c d e f ſ g h i j
k l m n o ó p p q r r
r. s ś t u v w x y z rs
, ´ ¼ . ¼ , ½ - ' : ; ! ?

Informal Dance

Given for the benefit of the Metropolitan Welfare League
Society of Philanthropists

Friday Evening, April 4th

Eight-thirty o'clock

Ball Room, Hotel Walheim, Independence Square
Providence, Rhode Island

Elizabeth Rembrandt
Philadelphia

Announcing a special
showing of

Dainty Lingerie

in the latest and most
distinctive designs

Exhibited on the third floor in the
Fashion Department

Wednesday, May fifth
Half after three

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z Th Tu
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o o' p q r s s' t u v w x y z
, / ½ . ¼ , ¾ - ' : ; ! ?

48 Point 3 A 12 a

Reproduce
Magnificent

36 Point 4 A 15 a

Lithographed
Design Pleasing

30 Point 5 A 18 a

Highest Quality
Kentucky Tobaccos

24 Point No. 1 6 A 22 a

Suspend Judgment
Night Editions Helped

24 Point No. 2 8 A 25 a

Invention Safeguarded
Royalty Cheered Acrobats

18 Point 10 A 32 a

Extraordinary Manuscript
Delightful Country Residences
Important Structures

14 Point 12 A 40 a

Wonderful Encyclopedias Bought
Unprejudiced Photographer Exonerated
Remarkable Demonstrations

60 Point 3 A 5 a

English

48 Point 4 A 9 a

Republic

36 Point 4 A 11 a

Delightfully

30 Point 5 A 13 a

Exhibited
Great Courage

24 Point 5 A 18 a

Anniversary
National League

18 Point 7 A 25 a

Remarkable
Valedictory Oration

14 Point 9 A 32 a

College Diplomas
Beautifully Engraved

12 Point 10 A 38 a

Inspiring Reception
Society Honors Foreigner

10 Point 11 A 43 a

Exquisite Lettering
Pleases Handwriting Expert

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d ∂ e f g h
i j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

Pearls

A Necklace of genuine Pearls
is one of the most charming
gifts that one can give
to womankind

Gifts of Nature
Kaleideo Pearls
New York

EXAMPLES

OF

Announcements, Invitations Society and Business Printing

SET IN SCRIPT AND OTHER FACES IN A VARIETY OF PLEASING COMBINATIONS SELECTED FOR THE GUIDANCE OF THE LETTERPRESS PRINTER

American Type Founders Company

THE LEADING TYPE FOUNDER OF THE WORLD

SET IN ROUNDHAND AND CASLON OPENFACE TITLE

For Correctly Worded Forms and Proper Sizes of Stock see Pages 389-396 "Correct Society Printing for Letterpress Printers"

This insert is printed on
DORRINGTON PAPETERIE WHITE WEDDING, plate finish
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.

A Special Invitation to become a

Life Member

of the

Metropolitan Country Club

Pinehurst Manor

in accordance with the unanimous action of

The Board of Governors

is hereby extended to

John L. Bathurst

THIS INVITATION IS ONE OF A LIMITED NUMBER ISSUED TO REPRESENTATIVE MEN IN BUSINESS AND IN THE PROFESSIONS. IT IS EARNESTLY DESIRED THAT THE RESTRICTED ROSTER OF LIFE MEMBERS BE COMPLETED WITHOUT ISSUING FURTHER INVITATIONS. AN EARLY RESPONSE IS THEREFORE MOST ESSENTIAL

Metropolitan Country Club

Charles Dwight Birmingham
President

Raymond Page Montague
First Vice-President

George Edward Whitehouse
Second Vice-President

Herbert Franklin Adamson
Secretary and Treasurer

SET IN TYPO SCRIPT EXTENDED AND COPPERPLATE ROMAN

Nota Bene

The names of the selected
Founder Life Members
of the
Metropolitan Country Club
are to be perpetuated on a fine Bronze Tablet to be placed in the Main Club Building. It is therefore requested that on the acceptance of this invitation to membership such member will plainly write his name below just as he wishes it reproduced

_____


Quincy Alumni Association
cordially invites you to attend its
Twentieth Annual
Graduation Subscription Dance
Thursday evening, April eighth
eight-thirty o'clock
Hotel Iroquois Ballroom
SET IN TYPO SLOPE
Telephone Montrose 4974
University Stationery Company
FINE SOCIETY PRINTING
East Birchwood
Announcements
Invitations
Cards
Represented by
ERNEST JOHNSON
SET IN TYPO SLOPE AND COPPERPLATE GOTHIC SHADED
Telephone South 3456
Dr. Royal Davenport
NERVE SPECIALIST
Medical Arts Building
Detroit, Michigan
SET IN ROYAL SCRIPT AND COPPERPLATE GOTHIC SHADED

Mr. and Mrs. George Ringwood
request the honor of your
presence at the marriage of their daughter
Evelyn Margaret
to
Mr. Philip Edgar Dudley
on the evening of Thursday, the first of June
at seven o'clock
at Dwight Street Reformed Church
Burlington, Virginia

SET IN TYPO SCRIPT

Reception
from eight until eleven o'clock
at the Hotel Stratford
Burlington

SET IN TYPO SCRIPT EXTENDED

TELEPHONE DESERT 2165

Douglas Insurance Company

EQUITABLE INSURANCE BUILDING

Salt Lake City

HOMER BROWN
PRESIDENT

SET IN
BOND SCRIPT AND
MERCANTILE

The Directors of the

Fairfield National Bank

Announce the

Opening of the Roslyn Branch

Fourth and Halsey Streets

Fairfield, Ohio

and invite your inspection

Wednesday afternoon, September thirtieth

between the hours of one and four

This fine structure will be devoted entirely to the interests of our patrons and every service will be offered consistent with sound banking practice

SET IN BOND SCRIPT

The honor of your company is requested at the

Testimonial Dinner

to be tendered to

Mr. Henry Lewis Boulton

by business associates and friends
on the occasion of the opening of the

New Library

on Saturday, the twentieth of November
One thousand, nine hundred and twenty-three
at six-thirty o'clock

Hotel Palais Royal

Committee:

Miles Sherman, Chairman Perry Remey, Treasurer

Bernard Amend	William F. Johnston	Burton D. Rich
Harvey N. Bloomer	Abraham Klein	Edgar Schermerhorn
Charles Blythe	Guy O. Masterson	Irving M. Thayer
J. Francis Clarke	Seymour J. Morley	Stuyvesant Tyler
Lester Emerson	Howard Oliphant	Maxwell Wyckoff
Richard Holbrook	Frank S. Rathburn	Leslie Young

Acceptances must be received before Monday, the tenth of November
Please reply on the enclosed card

SET IN TYPO UPRIGHT

Annual Charity Ball

under the auspices of

Kingsley Musical Association

to be held in the
Ball Room, Hotel Loraine
Friday evening, the fourteenth of April
at nine o'clock

Proceeds for the
Home for Aged Musicians

Regal Orchestra

SET IN TYPO SHADED

November_____

Perry Remey, Treasurer
Essex Building, Rochester

Dear Sir:

Enclosed herewith is my check for $_____ for ____ covers for the dinner to be given in honor of Henry L. Boulton, at the Hotel Palais Royal, Saturday evening, November twentieth, at six-thirty

Name_____

Address_____

SET IN TYPO UPRIGHT



SPENCER PUBLICITY BUREAU

Advertising Experts

GRAPHIC ARTS BUILDING

Washington

SET IN TYPO UPRIGHT BOLD AND CASLON OPENFACE TITLE
STATIONERS INITIAL

BUILD YOUR HOME AMONG THE PINES

Independent Realty Company

EXCLUSIVE SUBURBAN HOMES

725 Cabot Street, Mapleton

RODERICK FOSTER

SET IN TYPO UPRIGHT BOLD AND ENGRAVERS BOLD

WOLVERINE STATE AGENCY

Eureka Manufacturing Company

CEDAR RAPIDS

HENRY BOND
SALES MANAGER

SET IN TYPO SCRIPT AND ENGRAVERS BOLD

White

Dorrington Wedding

PLATE FINISH

Is the Correct Paper to use for Society
and Business Printing

SET IN STATIONERS SEMISCRIPT AND CASLON OPENFACE

Oriental Department

We wish to announce
an interesting exhibition of

Prayer Rugs and Art Objects

just received from abroad
that will surely appeal to the most
exacting connoisseur

Thornton's Oriental Bazaar

hester Boulevard

ashington

Maison Renard

The Paris Shop of America

A shop of quality
where styles are created
as in Paris

Some exquisite Tea Gowns are
shown in this booklet

New Marquette Building
Philadelphia

Bernhardt Company

Fine Gold Jewelry

327 Dwight Avenue
Holyoke, Mass.

Pontiac Watches

Adscript Series

PATENTED MAY 9, 1916 REGISTERED NO. 655,641

48 Point 4 A 11 a

Perfected
Independent

36 Point 4 A 13 a

Advertising
School Diploma

24 Point 6 A 19 a

Beautiful Gowns
Finest Lace Embroidery

18 Point 9 A 28 a

Reliable Customers
Expecting Unusual Originality
Soliciting Brought Results

12 Point 11 A 44 a

Prosperous Retail Merchants
Purchase Handsomely Bound Encyclopedia
Exquisite Characteristic

Winter Fashion Exhibition

November Sixth

An exceptional assortment of stylish gowns imported for this occasion

Dainty Parisian Modes

Roberson Building

Montclair, Idaho

Adscript

Here is a series that appears to be a script, yet it is not exactly a script, for the letters are cast in regular straight body and there are no kerns or overhanging characters; the letters do not join as in script type, and there are no hair-lines. Adscript is cast point set and the capitals and lower case of various sizes can be used together, something not practicable when using the regular script faces

American Type Founders Company

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R

S T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s ß t u v

w x y z , . ; - ' : ; ! ?

Commercial Script

18 Point 6 A 19 a

Introduced
European Diplomats

14 Point 8 A 23 a

Illustrated Lecture
Graduating Class Exercises

12 Point 8 A 32 a

Musical Entertainment
Women's Symphony Orchestra
Grandville Auditorium

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s ß t u v w x y z
, ' . - , ; - ' : ; ! ?

60 Point 3 A 5 a

Certificates

48 Point 3 A 5 a

Regal Bank

36 Point 3 A 10 a

Mercantile
Drawing School

30 Point 4 A 10 a

Handmade
Imported Lingerie

24 Point 4 A 14 a

Independent
Insurance Corporations

The Northern Banking Company

Our Business Policy

Like certain professions, banking creates an atmosphere of dignity. We do not, however, let dignity overplay its part in satisfying the requirements of our various clients, but solve their banking problems by hearty and intimate co-operation

January Second

Melvin Smith, President

Bank Script

48 Point 3A 5a

Heptarchy

36 Point 3A 7a

Recapitulated

24 Point 4A 11a

Short Journey
Emphatic Answer

18 Point 6A 14a

Botanical Specimen
Delightful Performance

14 Point 6A 25a

Great Engineering Feat
Completes Notable Undertaking

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o o' p
q r s t u v w x y z
. ' , ; = ' : ; ! ? /

We hereby announce the opening of
the Buffalo branch of the

Seventh National Bank

of San Francisco

All our customers are cordially invited
to visit this office at any time

Archibald Partridge, President

Bond Script

Exhibition of Work

Bond Trade School

Rochester

July First to Tenth

Ten to Four-thirty

A display of the best work turned out during the last term

48 Point 3 A 7 a

Metaphysic

36 Point 4 A 10 a

Split Infinitive

24 Point 6 A 18 a

Unsatisfactory Architectural Designs

18 Point 7 A 20 a

Holiday Pantomime

Complimentary Endorsement

12 Point 8 A 30 a

Newspaper Owner Honored

Remarkable Journalistic Enterprise

You are cordially invited to attend the service given in

Unity Church

Sunday, May First

to celebrate the Seventieth Anniversary of its organization

Special Organ Music

Rev. Paul Hyman

Rector

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & &c.

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v

w x y z . , - ' : ; ! ?

University Script

30 Point 4 A 12 a

Matriculation
Different Subjects

24 Point 5 A 15 a

Literary Classic
Italian Archaeology

18 Point 7 A 21 a

University Scholarship
College Buildings Dedicated

14 Point 8 A 24 a

Professor Joins Faculty
Sophomores Challenged Freshmen

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z Mr Mrs
Th Th Wh Co. & Co. & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

Semi-Annual Conference
of the
Hampshire Engineering Society
to be held on
Wednesday Afternoon and Evening
September Twenty-fourth

Topic for Discussion:
The Rapid Development of Hydraulic Engineering
Dr. Charles Smithers, Leader

Royal Script

An interesting display
of the latest

Winter Fashions

awaits your approval
and offers great
variety at

The Elite Shop

Broadway and Grand
San Francisco

Lucille Harmon

Miss Florence Burke

Piano Instruction

48 Point 3 A 6 a

Defended

36 Point 4 A 11 a

Magniloquent

30 Point No. 551 4 A 12 a

Lids Replaced

30 Point No. 552 4 A 12 a

Beautiful Home

24 Point No. 551 6 A 18 a

Stylish Decorators

24 Point No. 552 6 A 18 a

New Samples Given

18 Point No. 551 7 A 21 a

Regular Customer
Admire Ideal Proposal

12 Point No. 551 9 A 36 a

Distinguished Gentleman
Merchants Entertaining Diplomat

Characters in Complete Font

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v
w x y z , ' . , - ' : ; ! ?

Steelplate Script

30 Point No. 551 — 4 A 12 a

Hydraulic Test

Magnificent Estate

24 Point No. 551 — 6 A 18 a

Indignant People

Serious Autobiography

24 Point No. 552 — 6 A 18 a

National Jurisprudence

Brilliant Speakers Heard

12 Point No. 550 — 8 A 32 a

Elaborate Costumes and Scenery

Wonderful Shakspearean Productions

Superb Acting Throughout

Characters in Complete Font

A B C D E F G

H I J K L M

N O P Q R S T

U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v w x

y z . , - : ; ! ? _ -

Characters - not made for 12 Point size

Tenth Semi-Annual Meeting

Board of Directors

of the

Cartright Pulp and Paper Company

will be held on

Wednesday, October Twenty-third

At two o'clock

A resolution to increase the capital stock of this corporation and other matters of importance will be brought up for consideration at the meeting

Steelplate Script

The Frank Mayland Company

desires to announce that their

Spring Stock of Imported Millinery

will be ready for your inspection on

Wednesday, February Twenty-fourth

from one-thirty to five-thirty

Madame Yvette Palay

extends a cordial invitation to yourself and friends

to visit her newly decorated

Cafeteria and Tea Shoppe

which will be formally opened to serve

patrons on the afternoon of

Wedn

Open Evenings

Mr. and Mrs. Louis Druel

At Home

after March twenty-second

Stationers Semiscript

42 Point 3A 8a

Mighty Idea

36 Point 4A 10a

Awards Judgment

30 Point 4A 12a

Knickerbocker
Beautifully Decorated

18 Point 6A 19a

Qualified Members
Honors European Adventure

12 Point 7A 29a

Reproduction Unsatisfactory
Artist Intended Sanitary Improvement

Characters in Complete Font

A B C D E F
G H I J K L
M M N O P Q
R S T U V W
X Y Z Qu & $
1 2 3 4 5 6 7 8 9 0
a b c d d e e f f g h i
j k l l ll m n o p q r r
s ſ ß s t t u v w x y z ff
fi fl . , - ' : ; ! ? ( )

Exercises and Formations

given by cadets of the

Jutger Military School

Wednesday, February Nineteenth

From two to three

Grove City, North Dakota

Enrollments will be open at this time

Huntington Service Bureau

SPECIALISTS IN BUSINESS-BRINGING PUBLICITY
FOR MAKERS OF STAPLE PRODUCTS

Brighton, Ohio

NEW YORK OFFICE — BOTH TELEPHONES

The
Alpenbigher Corporation

INVITE YOUR ATTENTION
TO THEIR LATEST AND EXCLUSIVE DISPLAY
WHICH INCLUDES

Unique Spring Creations
Direct from Paris

TAILLEURS · GOWNS · LINGERIE
MANTEAUX · MILLINERY
SPORT CLOTHES

LATEST EASTER RE
MEZZANINE F

North Youngm
Burlingto

Miss Emily Highton

The American Type Founders Company

Acknowledged

Thousands upon thousands of printers and publishers acknowledge the American Type Founders Company to be the world's leading manufacturer and seller of superior

JOB AND BODY

Type

FOR more than thirty years it has diligently served the trade with its best productions in type, borders, ornaments, brass rule, metal leads and slugs, metal furniture, printing presses, paper cutters and all other requirements of the printing office

SET IN ROUNDHAND AND GARAMOND VANITY INITIALS

Shaded Type Faces

SUITABLE DESIGNS to meet the requirements of printers who wish to obtain exclusive grey-tone or engraved effects. These shaded faces are especially desirable for the office specializing in high-class stationery and society printing

AMERICAN TYPE FOUNDERS COMPANY

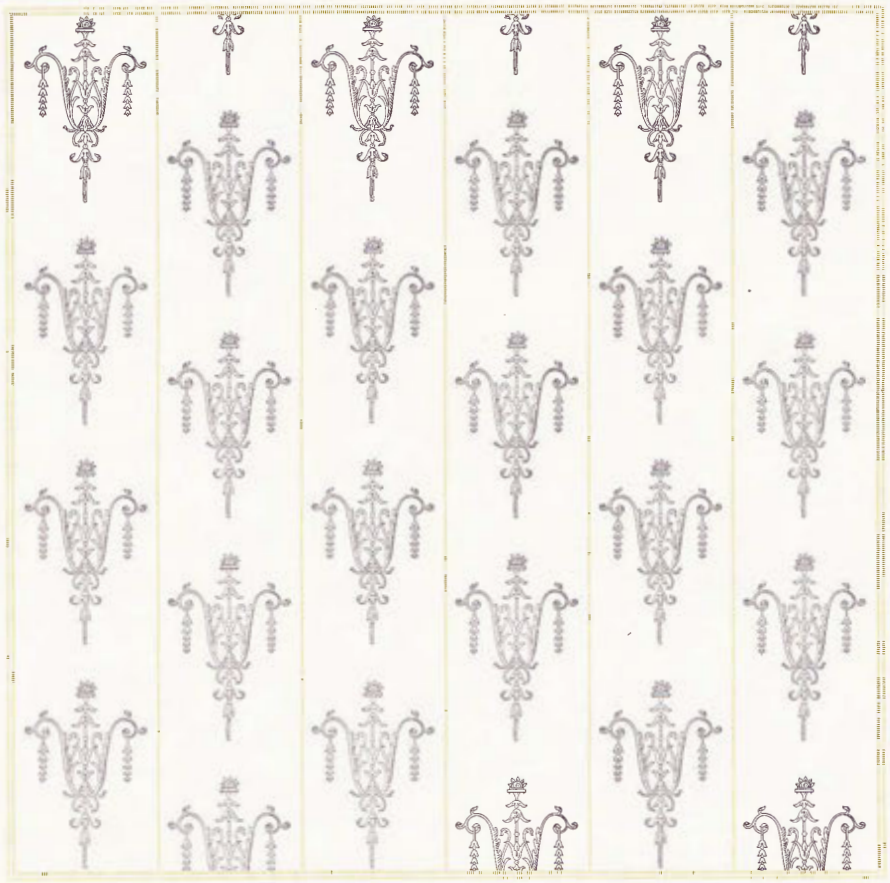
This insert is printed on BLUE BISCAY WEDDING, plate finish
Basis 21½x33—76 lbs.
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.

Shaded Faces

VERY EFFECTIVE WHERE THE
TOUCH OF FRESHNESS AND EXCELLENCE
IS DESIRED IN PRINTING

American Type Founders Company

Everything for the Printer



HAFTEL ORNAMENT

Cheltenham Bold Shaded

PATENTED SEPT. 1, 1914 REGISTERED NO. 627,272

72 Point 3 A 4 a

MIX

Club

60 Point 3 A 4 a

RIDE

Scald

48 Point 3 A 5 a

KNOB

Design

42 Point 3 A 6 a

FRESH

Ordeals

36 Point 3 A 6 a

BINDS

Relight

30 Point 5 A 8 a

HERON

Naphtha

24 Point 5 A 10 a

METHOD

Quicksand

18 Point 8 A 15 a

RECKONER

Inducts Child

14 Point 11 A 22 a

MODERNIZED

Scientist sought rare implements

12 Point 13 A 26 a

DEBONAIR BOYS

Pick business office where lead concern reported conditions

10 Point 14 A 27 a

REMARKS SIGNED

Excellent address was made protecting many people of rural district

8 Point 16 A 33 a

ENGINEER PRODUCED

Severe objection when the contracts for paving roads caused disturbance before gathering of indignant men

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r r s t u

v w x y z ff fi fl ffi ffl

. , - ‘ ’ : ; ! ?

Cheltenham Bold Italic Shaded

14 Point 14 A 26 a

MICROSCOPE
Grave scientists
describe marvel

12 Point 16 A 29 a

NICE MUSICIAN
Considerate leader
raised contribution
for weary laborers

10 Point 18 A 36 a

SIMPLE GARDENS
Clever orchard effect
obtained at daybreak
amuses timely tourist

8 Point 21 A 40 a

EXCHANGE BUILDING
Many conveniences lately
installed reported feasible
and delighting our tenants

30 Point 6 A 9 a

BONDS
Delights
children

24 Point 7 A 12 a

CHOSEN
Elaborate
formation

18 Point 10 A 17 a

RESPONSE
Six members
debate order

72 Point 3 A 5 a

RIG
End

60 Point 4 A 6 a

BUD
Sight

48 Point 4 A 7 a

MINE
Uprise

36 Point 5 A 8 a

HOMES
Grayling

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , - ‘ ’ : ; ! ?

Cheltenham Bold Shaded *and Italic*

THE KENMORE

Luncheon Shop and Soda Fountain

French Pastries, Fancy Ices, Cooling Drinks
Candies, Salads and Sandwiches
Remembrance Gifts

CONNECTED WITH THE HOTEL KENMORE
Main Entrance, Congress Street
NEW HAVEN, CONN.

B

Gifts in Silver

Distinctive style
and rare beauty
for which Blake
Silver is famous
will assure truly
pleasing gifts

Merton Blake Co.
Philadelphia

HAFTEL BORDER FLORAL DECORATOR

Eighth Annual BANQUET

Chamber of Commerce

HOTEL FRANCOISE
November the Eighteenth

CLOISTER ORNAMENT

Cheltenham Bold Shaded *and Italic*

The Rostand School for Girls

Secretarial Training
History of Art
Music

Miss Helen J. Nearing
Principal

AMERICAN BORDER FLORAL DECORATOR

Henri Sydel

WISHES to announce the opening of a new studio, where he will extend his service in the capacity of

Decorative Artist

516 New Station Building
San Francisco

HAFTEL ORNAMENT

Spring Showing

JUST received from Paris, the very newest importation in Spring Hats for Madame and also Mademoiselle

Beginning March Fifth

The Robert M. Hartinger Co.

Seventh Street and Montgomery Avenue

AMERICAN BORDER

Cheltenham Extrabold Shaded

PATENTED APRIL 9, 1918 REGISTERED NO. 650,177

48 Point 3 A 4 a

Sleigh

42 Point 4 A 6 a

Reptile

36 Point 4 A 7 a

Minstrel

30 Point 5 A 8 a

Distribute

24 Point 6 A 9 a

Bright Clerk

18 Point 8 A 15 a

HEROIC DEAN
Choir Gathered

14 Point 11 A 22 a

EMBERS BURNED
Plated Implements

12 Point 14 A 26 a

KNIGHT ENTHRONED
Distinguished Members

10 Point 16 A 30 a

NEIGHBOR RESPONDED
Quietness Prevailed Daily

8 Point 17 A 35 a

GOLDENROD ADORNS PORCH
Colorful rural garden gladdened
many children of the larger cities

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r r s t u
v w x y z ff fi fl ffi ffl
. , - ‘ ’ : ; ! ?

TWENTIETH CENTURY
EDITION

Ballads

This set contains
three volumes of
all the time-tried
rhymes, and will
make a good gift

Seven Dollars
The Set

Milton Nordile
Compiler
North Detroit

Cheltenham Extrabold Shaded

HEMINFORD

GRAND PIANOS

Used exclusively by most of
the great singers appearing
before the public

Renowned throughout the world
for their sterling merit

CHICAGO	PARIS	LONDON
126 New Street	10 Rue Royale	513 Kingsway

ENGRAVERS BORDER

Anniversary Plate

Special showing of new designs in this extremely attractive silverware

Thursday, September twenty-second

RICHARDSON & BENDERHURST

Main Floor near Grand Street Entrance

Antique Shaded

72 Point 3 A 4 a

Hot

60 Point 3 A 4 a

Map

48 Point 3 A 4 a

Rigor

42 Point 3 A 4 a

NOUN
Quack

36 Point 3 A 4 a

SHOCK
Employ

30 Point 4 A 6 a

BONDER
Irate Man

24 Point 4 A 7 a

REBUS
Musing
an hour

18 Point 7 A 11 a

EMBERS
Boy scout
tends fire

14 Point 9 A 17 a

MUSICALE
Big receipts
benefit poor

12 Point 10 A 20 a

NUMBERING
Inventor likes
the intricately
fitted machine
to work nicely

10 Point 12 A 22 a

INSTRUCTORS
Reads literature
containing most
beautiful phrase
written in years

8 Point 14 A 26 a

MERCHANT SAILS
Around the world in
about seven months
combining pleasure
with business spirit

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ‘ ’ : ; ! ?

Antique Shaded

Merdox Lamps

Many New and Pleasing Designs on
Exhibition at the

Utica Electric Show



Westminster Electrical Corporation

Booth Nineteen, Main Floor

GRECIAN SHADED BORDER FLORAL DECORATOR

HUTCHING & ROBENSON

wish to announce the change of their
address and telephone number to

734 Portchester Street

Telephone Broad 5709

It is hoped that this new location will prove
more convenient for their clients

SECURITIES • STOCKS • BONDS • MORTGAGES

Cast on Art Line

Bodoni Bold Shaded

PATENTED FEB. 16, 1915 REGISTERED NO. 627,280

48 Point 4 A 8 a

Heights

42 Point 4 A 8 a

Biplicate

36 Point 5 A 8 a

Dislodged

30 Point 6 A 10 a

ENHANCES
Reproduced

24 Point 6 A 12 a

NIGHTSHADE
Knickerbocker

18 Point 10 A 20 a

REGULAR HELPS
Private Conference

14 Point 15 A 30 a

TEACHINGS RESUMED
Many Followers Instruct

12 Point 17 A 32 a

BEAUTIFUL EXHIBITION
Displays Several Specimens

10 Point 19 A 36 a

PROMINENT SALES WOMEN
Superintendent Bestows Honor

8 Point 21 A 41 a

MOST REMARKABLE FEATURES
Extraordinary Performance Scored

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
ff fi fl ffi ffl “ ” . , - ‘ ’ : ; ! ?

The
PINES
CABARET

Anticipating the needs of out-of-town shoppers and pleasure-seekers we have refurnished our quarters to meet the requirements of transient patrons, also enabling former habitues to meet their old friends The spacious dance floor will add to your pleasure

SIXTY GREEN STREET
NEW YORK

Franklin Gothic Condensed Shaded

PATENTED APRIL 9, 1918 REGISTERED NO. 639,895

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z . , - ‘ ’ : ; ! ?

REMINGTON
FASHION BOOK

Embracing the
latest style creations for
the well dressed
woman

PRICE 20 CENTS

Issued by the
PRINCESS FASHION GUILD
Jacksonville, Mich.

48 Point 5 A 8 a

Magical

42 Point 5 A 9 a

Hydrants

36 Point 5 A 10 a

Intelligent

30 Point 6 A 12 a

Skylark Flew

24 Point 8 A 14 a

RECONSTRUCT
Giant Buildings

18 Point 11 A 21 a

EDITORS HONORED
Journalism Student

14 Point 15 A 30 a

PHOTOGRAPH CAMERA
Exhibits Elegant Picture

12 Point 17 A 34 a

NEW SCHEDULE OPERATES
Railroad Officials Announce

10 Point 19 A 38 a

SOCIAL CLUB GIVES BANQUET
Friendly Helpers Enjoy Speech

8 Point 22 A 42 a

LARGEST AEROPLANE MAIL CARRIER
Government Bought Powerful Airship

Roycroft Tinted

60 Point 3 A 4 a

Might

48 Point 3 A 5 a

English

36 Point 3 A 6 a

INJURED

Stipulated

30 Point 4 A 8 a

EXERTION

Magnificent

24 Point 5 A 10 a

RECOGNIZE

Light Brigade

18 Point 8 A 14 a

HISTORIC MINE

French Character

12 Point 12 A 24 a

SCIENTISTS CONVENE

Noted physician explained theories of new invention

Characters in Complete Font

A B C D E F G H

I J K L M N O

P Q R S T U V

W X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

fi fl . , - ' : ; ! ?

The following special characters are sold in separate fonts

Thè a h m n ſ t u &

ſh fi fl ſt M R @

Ye Established 1863

Olde Curiosity Shoppe

Books
Curios
Silverware
Furniture
Antiques

BRIGHTON · MICHIGAN

HAFTEL ORNAMENT

Curtis-Post

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z @ $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ’ : ; ! ?

The following special characters are supplied with 12 and 14 Point fonts. They are sold in separate fonts from 18 Point to 72 Point inclusive

The of ct o ſ ſi ſl
E O R S

54 Point carried in stock only at Foundry

72 Point 3 A 4 a

But

60 Point 3 A 4 a

RIM

Hail

48 Point 3 A 4 a

SIGN

Dyke

18 Point 6 A 10 a

HINDER
Gigantic
silo kept

30 Point 3 A 5 a

NECK

Dispel

42 Point 3 A 4 a

BUSH

Eaglet

14 Point 7 A 12 a

REMINDS
Urges boy
to explain
club rules

24 Point 4 A 6 a

SURGE
Behind
anglers

36 Point 3 A 4 a

PROBE

Critical

12 Point 8 A 15 a

NOTED BROKER ELECTED
Many prominent people sign petition asking governor for his strong support of project

Washington Text Shaded

48 Point 3 A 5 a

Etched

42 Point 3 A 6 a

Darling

36 Point 3 A 6 a

Hardship

30 Point 4 A 8 a

Metropolis

24 Point 4 A 10 a

Reclaimed
Bibliographer

18 Point 6 A 18 a

Export Clerk
Torn Manuscript

14 Point 8 A 25 a

Social Leaders
Illustrated Guidebook

12 Point 10 A 32 a

Brilliant Statesman
Complete Exhibit Displayed

10 Point 12 A 34 a

Military Information
Reach Amicable Understanding

8 Point 15 A 45 a

Enlarged Industrial Commission
Will Revise Debating Rules for Chamber

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ꝛ ſt . , - ' : ; ! ?

Characters ꝛ ſt furnished with all sizes except 42 and 48 Point

Announcement

The members and their friends are very cordially invited to attend the

Annual Dinner and Ball

Roselle Sport Club

Rochester, Maryland

Friday Evening, May Sixth

Washingtonian Assembly Rooms

Stanford Place

Reservations must be made before May first

Sir Raymond Broadhurst

will give a Shakespearean
lecture on the

Merchant of Venice

Benefit of the Theatrical Pension Fund

Wednesday Afternoon
May Eleventh

International Dra
Eighty-first Stree

One Dollar

ROSA BORDER

Hotel Santiago
Riverside

Anniversary Dance

Monday, October Eighth
Eight-fifteen o'clock

Greenwich Village Dance
Orchestra

Charlemagne Reception Salon
Muir Street Entrance

Mlle. Louise Beleau

Parisian Modes
in Millinery

225 Madison Avenue
New Orleans

Comstock Series

36 Point 3 A 4 a

HERB

Spent

30 Point 4 A 5 a

MUSIC

Elderly

24 Point 5 A 7 a

NIMROD

Regicide

18 Point 7 A 10 a

ENSURING

Habilitated

14 Point 9 A 15 a

BRIGHT BLUE

Secure Result

12 Point No. 1 12 A 20 a

INSURED MINER

Request Granted

12 Point No. 2 15 A

HISTORIC DESIGNS

KNIGHTS CONVENE

EXQUISITE DINNER

12 Point No. 3 18 A

EUROPEAN COSTUMERS

ORCHESTRAS ENGAGED

HUMOROUS COMEDIANS

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v

w x y z . , - ' : ; ! ?

Condensed Comstock

48 Point 4 A

HEN

36 Point 5 A

DUES

30 Point 5 A

BRICK

24 Point 7 A

MINORS

18 Point 10 A

REDUCING

14 Point 13 A

BIOGRAPHIC

12 Point No. 4 15 A

NOTED WRITER

12 Point No. 3 17 A

MAGAZINE COVER

12 Point No. 2 21 A

ENSURED PHYSICIAN

12 Point No. 1 25 A

REMARKABLE SPECIMENS

INVENTED MINING DEVICE

Characters in Complete Font

A B C D E F

G H I J K L

M N O P Q R

S T U V W X

Y Z & $ 1 2 3

4 5 6 7 8 9 0

. , - ' : ; ! ?

HENRY M. JOHNSON CHARLES BOSTWICK

JOHNSON & BOSTWICK

DRUGGISTS

62 STUYVESANT TERRACE



TELEPHONE 123

Elmford, Md. _____ **192**__

RETURN IN FIVE DAYS TO

JOHNSON & BOSTWICK

DRUGGISTS

62 STUYVESANT TERRACE

ELMFORD, MD.

JOHNSON & BOSTWICK

DRUGGISTS

62 STUYVESANT TERRACE



TELEPHONE 123

ELMFORD, MD.

STATEMENT

Elmford, Md. _____ **192**__

M_____

To **JOHNSON & BOSTWICK,** *Dr.*

DRUGGISTS



TELEPHONE 123

62 STUYVESANT TERRACE

JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
$	$	$	$	$	$	$	$	$	$	$	$

HELLO CUTS

Webb Series

72 Point 3 A 4 a

Half

60 Point 3 A 4 a

SUN

Digit

48 Point 3 A 5 a

RIME

Maple

42 Point 3 A 6 a

HIRES

English

36 Point 4 A 7 a

NOTICE

Subjects

Characters in Complete Font

A B C D E F G H

I J K L M N O P

Q R S T U V W

X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. , - ' : ; ! ?

84 Point carried in stock only at Foundry

30 Point 5 A 9 a

RECUMBENCE

Hands Extended

24 Point 6 A 11 a

NUMBERS GIVEN

Deceiving Members

18 Point 9 A 18 a

CONSTRUCTS BRIDGE

Unusual Problems Solved

14 Point 13 A 25 a

PROVIDENT

Intelligent men

render service

12 Point 16 A 30 a

MERCHANDISE

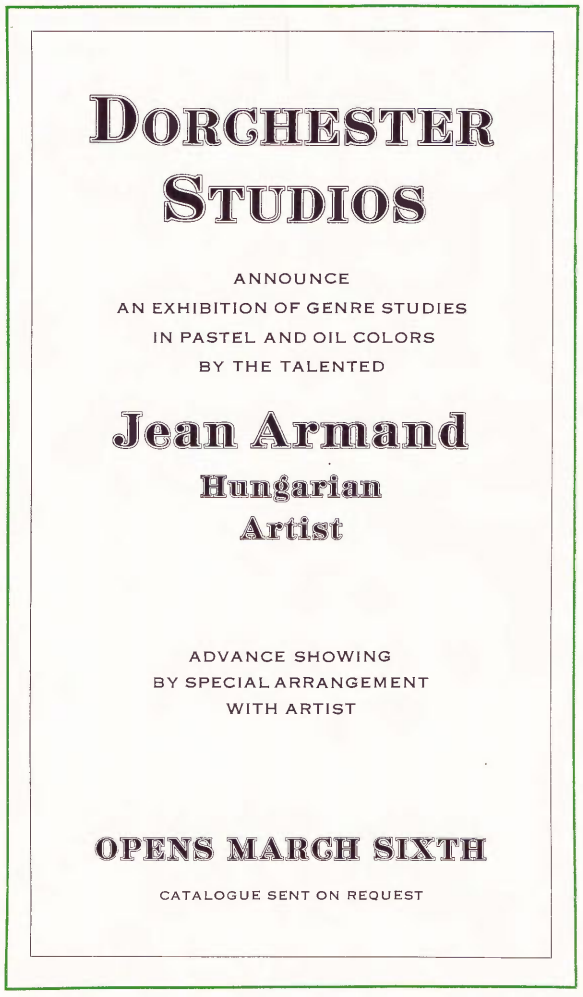
Great stock being

steadily imported

Rimmed Litho

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ’ : ; ! ?



48 Point 3 A 4 a

Sprat

36 Point 3 A 4 a

Gospels

30 Point 3 A 6 a

Infringed

24 Point 4 A 8 a

ETCHINGS
Blackberry

18 Point 6 A 12 a

REQUISITION
Systematizing

14 Point 9 A 17 a

DISFIGUREMENT
Unexplored Ocean

12 Point 12 A 22 a

NEIGHBORING CITIES
Picturesque horsemen
furnished atmosphere

10 Point 13 A 24 a

MIDSUMMER SUNSHINE
Suburban flower gardens
feature chrysanthemums

8 Point 15 A 30 a

ROADS THROUGH BERKSHIRES
Exceptional opportunities await
summer camper and automobilist

Post Oldstyle Roman No. 2

72 Point 3 A 4 a

Set

60 Point 3 A 4 a

Ibis

48 Point 3 A 4 a

Hide

42 Point 3 A 4 a

Night

36 Point 3 A 4 a

MUSK
Dough

30 Point 4 A 6 a

SMOKE
Expand

24 Point 5 A 8 a

BORDER
Humorist

18 Point 7 A 12 a

MOUNDS
Handicap
loses race

14 Point 9 A 14 a

ENRICHED
Searchlight
directs ship

12 Point 10 A 17 a

BOISTEROUS
Campers have
joyous month
near Hillcrest

10 Point 11 A 18 a

ESCUTCHEON
Quaint designs
long treasured
indicated rank

8 Point 13 A 20 a

GARDEN SHRUBS
Fragrant ramblers
bloom abundantly
creating charming
harmonious result

6 Point 13 A 22 a

MYSTERIOUS MUSIC
Strange and beautiful
dances faithfully and
artistically expressed
fittingly preceded the
more formal exercises

54 Point carried in stock only at Foundry

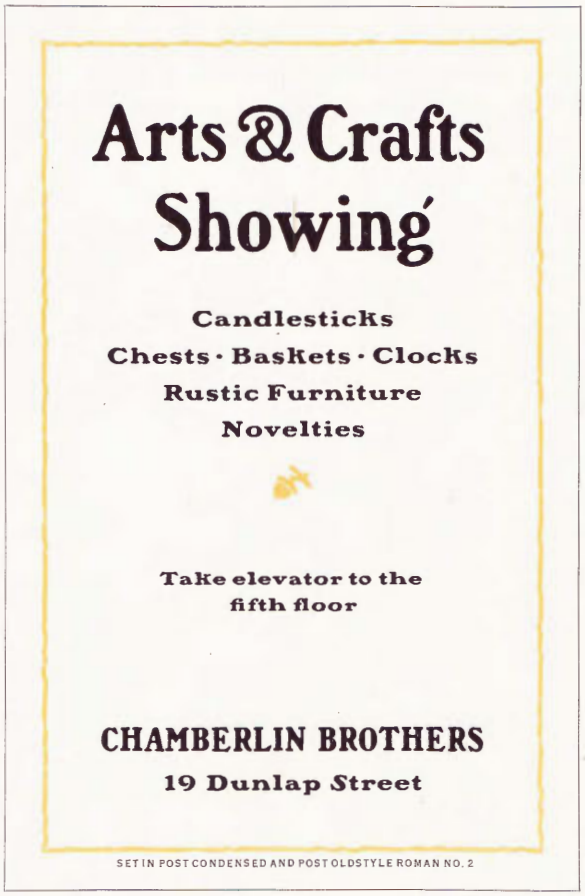
Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ' : ; ! ?

The following Special Characters are supplied with all fonts from 6 to 14 Point inclusive. They are sold in separate fonts from 18 to 72 Point inclusive, and furnished only when specially ordered

The ct *of* o f fi fl
E O R S & ∅

Post Condensed



42, 54, 60 and 72 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z ff fi fl
ffi ffl . , - ' : ; ! ?

The following Special Characters are put up with all fonts from 6 to 14 Point inclusive. They are sold in separate fonts from 18 to 72 Point inclusive

a u f fi fl

48 Point 4 A 7 a

Brigade

36 Point 5 A 8 a

Girl Sailed

30 Point 5 A 10 a

Bright Maids

24 Point 6 A 12 a

DISCOUNTING
Banker Pleased

18 Point 10 A 20 a

CHOICE GARDENS
Especially Inviting

14 Point 13 A 26 a

GRANGE MENTIONED
Husbandman Manager

12 Point 15 A 31 a

RECEIVING AMBASSADOR
Plenipotentiary Residence

10 Point 16 A 35 a

QUESTION HUMANE RULING
Stricter interpretation would delight pessimistic moderator

8 Point 18 A 38 a

MODERN CONSTRUCTIONS SOUGHT
Several inadequate buildings razed in congested districts of large cities

6 Point 19 A 42 a

MARVELOUS NEW PAINTINGS EXHIBITED
Clever art collectors pronounce collection recently shown grandest in many respects

Pen Print

24 Point 7 A 16 a

HISTRIONIC
Understanding

18 Point 11 A 23 a

NEWSMONGER
Expensive Regalia

14 Point 17 A 34 a

SCHOLARSHIP FUND
Student is awarded prize for the finest handwriting

12 Point 19 A 38 a

POWERFUL MONARCH
Merchant celebrated forty years as business manager

10 Point 21 A 44 a

SEVERAL COURSES NOW OFFERED TO STUDENTS
Every man receives two educations: one is given to him, and the other he gives to himself. Of the two, the latter is far more valuable, for it brings out whatever merit there may be in him

8 Point 24 A 49 a

APPROPRIATE SELECTIONS
Many rare designs used today are derived from Latin inscriptions on ancient monuments and buildings

6 Point 28 A 58 a

KNOWLEDGE IMPROVES THE MIND
Helpful books generally make people think the most. The hardest way of learning is by easy reading, but a great book from a great thinker should always be found interesting

30, 36, 48 and 60 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y
Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p
q r s t u v w x y z . , - ' : ; ! ?

Pen Print Bold

10 Point 21 A 44 a

EDITORIAL COMMENT DISPLEASED SUBSCRIBERS
Censure and criticism never hurt anyone. If false, they cannot hurt you unless you want in manliness; and if true, they show a man his weak points, and forewarn him also against trouble

6 Point 28 A 58 a

POSITIVE INFORMATION DESIRED
Usually a fashion is the issue of exclusive egotism and vain ostentation; it is trifling and fantastical, tied to no rule, and bound to conform to all the whims of the moment

8 Point 24 A 49 a

BEWILDERING SCHEDULES
Real earnestness is an important factor in the cultivation of a good style whether speaking or writing

30, 36, 48 and 60 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y
Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p
q r s t u v w x y z . , - ' : ; ! ?

24 Point 7 A 16 a

HYPERBOLE
Merchandising

18 Point 11 A 23 a

RELINQUISHED
Nautical Prophecy

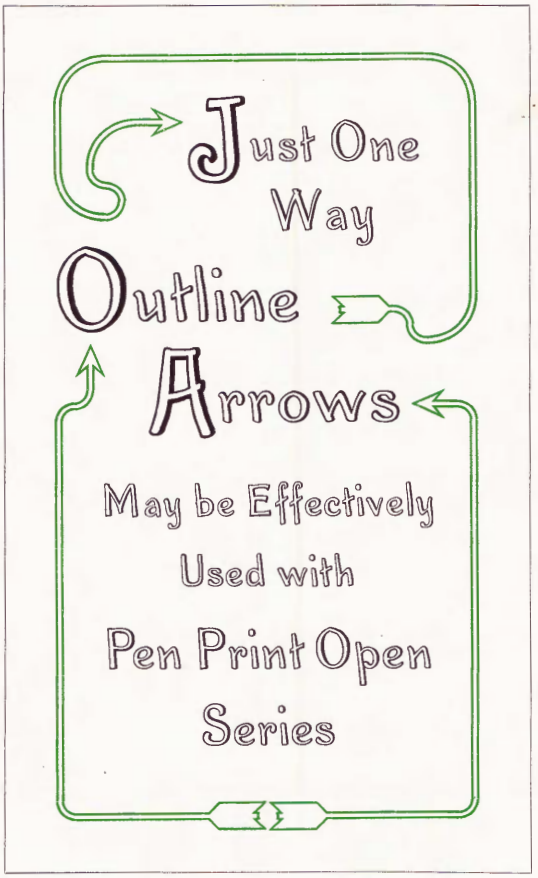
14 Point 17 A 34 a

ABSOLUTE DOMAIN
Elaborate banquet closes clothing trade convention

12 Point 19 A 38 a

BARBARIC COSTUMES
Summer dress fabrics will soon be displayed publicly

Pen Print Open



48 Point 4 A 6 a

DANCER
Enjoyable

36 Point 5 A 9 a

REINFORCE
Hemispherical

30 Point 6 A 12 a

MODERATION
Universal Reform

24 Point 7 A 16 a

CHILDISH GAME
Inspires young folks and creates laughter

18 Point 11 A 23 a

RECOGNIZED MAGICIAN
Boasting Supernatural Effect

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p
q r s t u v w x y z . , - ' : ; ! ?

Souvenir Series

36 Point 6 A 10 a

MENDER
Straighten

30 Point 7 A 12 a

BRIGHTER
Neckerchief

24 Point 9 A 17 a

REBUILDING
Machine Shop

18 Point 13 A 25 a

GUIDES REGAIN
Distinguished Men

14 Point 18 A 34 a

SHREWD INVESTOR
County Disbursements

12 Point 21 A 40 a

IMPROVES FURNISHING
Inspect College Auditorium

10 Point 23 A 46 a

HANDSOME SHIP DESIGNS
Foreign Manufacturers Pleased

8 Point 26 A 52 a

REQUIRE BUSINESS TECHNIQUE
Superintendent Prevented Deficiency

6 Point 29 A 58 a

MAGNIFICENT GOLDEN SUNSET HOURS
Beautiful Shadows Delight Outdoor Enthusiast

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
ff fi fl ffi ffl . , - ’ : ; ! ?

MUSIC

Gebring-Smithe now commands attention from the most conservative as well as the more fastidious lover of music. The shelves are piled high. Miss Mayson entertains

Your selections played

GEBRING-SMITHE
BLOOMINGTON

VERSATILE ORNAMENT



Recital of
Romantic Italian Music

Given by

MR. JOHN M. LIVERMORE

Under the auspices and direction of the Sophomore
Class of Bellwood University
November twenty-seventh at eight-thirty

Music Hall

This is the first of a series of six recitals to be given by Mr. Livermore during the winter

ANTIQUE ORNAMENT



EFFECTIVE ADVERTISING PRINTING

Is the necessary hand-maiden of any educational selling propaganda or, in fact, of every sales campaign regardless of its nature

ANTIQUE ORNAMENT AMERICAN BORDER

Motto Series

48 Point 5 A 10 a

MINES
Refusal

36 Point 6 A 11 a

BRUISED
Expiration

30 Point 7 A 13 a

MARINERS
New Cottage

24 Point 8 A 17 a

DISCERNIBLE
Question Guest

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , - ’ : ; ! ?

18 Point 12 A 25 a

ECONOMICS
Magnificently

14 Point 18 A 36 a

NICE BARGAIN
Generous Knight

12 Point 21 A 42 a

BEAR SURPRISED
Represented Soldier

10 Point 24 A 47 a

HOLDING RECORD
Splendid competition during amateur trials

8 Point 27 A 52 a

MYSTERIOUS BRAIDS
Institution exhibiting fine display found by surveyor

6 Point 30 A 60 a

HOUSE BUILDERS ACTIVE
Sales constantly recorded from dealers offering lots. Improved property along river selling fast

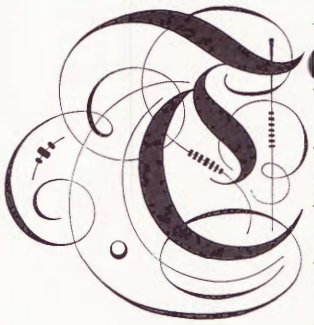
A WONDERFUL THING

ENTHUSIASM is the dynamics of personality. Without it all abilities you may have lie dormant. You may possess the soundest judgment, knowledge and good reasoning faculties, but no one will know it until you discover how to put your heart into thought and action

SELECTED

Motto Series

An Appreciation Your Good Will



TO our Old Friends, Loyal and True, to Valued New Friends, and to those whose Friendship We Strive to Serve, Do We Most Heartily Wish Unmeasured Success and Good Fortune throughout this Year and the Many Years to Come With Grateful Appreciation for all the Favors Received by Us from Them, and for that Priceless though Intangible Asset, Your Good Will, which We Esteem Beyond Measure

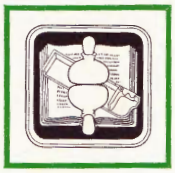
AMERICAN TYPE FOUNDERS COMPANY

SELECTED

DUTCH INITIAL ROSA BORDER

COUNT FOR EACH LINE A KINDLY WISH,
YOU'LL FIND HERE ONLY FOUR–
BUT IF YOU'LL READ BETWEEN THE LINES
YOU'LL FIND A THOUSAND MORE

CINCINNATI INITIAL



The Achievement of Success by the Kelly Press Route

MR. JONES, we'll call him, a Maryland printer, operating a shop with a platen press or two, decided that he would install another machine. He called at our selling house in his locality and met our enterprising salesman, who suggested that Jones purchase a Little Kelly. Jones knew nothing about the money-making qualities of the Little Kelly, and when the cost was mentioned it seemed to be entirely out of the question for him to put so much money into one press. However, our enterprising salesman knew what he was talking about and induced Jones to place the order. On arriving home that evening Jones reluctantly mentioned the purchase to his wife, who accused him of being insane for having agreed to put so much money into one press. She scolded hubby something awful and prophesied that it would be but a short time until the type founder would be at his shop to take away everything he had. After a sleepless night Jones decided to call on our enterprising salesman and insist upon the contract being voided. He called. But when our enterprising salesman knows he's right, he is very convincing. The result was a Little Kelly was installed and Jones was personally instructed how to operate it. He mastered the machine very quickly. The results obtained astonished him and he found himself at once enabled to give his customers quicker service and also in the position to take on more work and actually making real money. His prosperity began at the moment the Little Kelly was installed. A few months later Jones again called on our enterprising salesman and profusely thanked him for having induced him to purchase the Little Kelly. He also placed an order for a second machine and said that before he put in a Kelly he always had to stop his platen press every time a customer came into his office or whenever the telephone rang or when he wanted to light his pipe or go into the back room. This took a great deal of his time. He now lets the Little Kelly run while he attends to these matters, and it hums along smoothly, making money every day. He says that the Little Kelly needs so little attention that he has time to do many other things, such as looking after books, cutting stock, estimating, etc. Jones is now a happy man, and the wife is riding in a new automobile

What Kelly Presses have done for others
they can surely do for you

AMERICAN TYPE FOUNDERS COMPANY

GOTHICS

Gothic Type Faces
shown in a variety of
styles and sizes
suitable for
that particular class of
printing and
advertising which
requires
strong and effective
display

AMERICAN
TYPE FOUNDERS
COMPANY

Gothic Types

FOR COMMERCIAL PRINTING AND ADVERTISING COMPOSITION

EVERY composing room, whether equipped for commercial work or newspaper composition, needs a wide variety of good Gothic faces. They are always in style. We show in this catalogue a very extensive assortment of those Gothic types most generally used. These faces may always be obtained promptly at any of our Selling Houses



AMERICAN TYPE FOUNDERS COMPANY

SET IN FRANKLIN GOTHIC AND FRANKLIN GOTHIC EXTRA CONDENSED

VOCATIONAL CAMEO

Alternate Gothic No. 1

72 Point 3 A 5 a

Symbol

60 Point 3 A 6 a

BINDERS

Quietude

48 Point 6 A 10 a

ENCOMIUM

Multiplicity

42 Point 7 A 10 a

Recapitulate

36 Point 7 A 13 a

KINDERGARTEN

Bright Scholars

30 Point 9 A 16 a

DISCOMPOSE

Spendthrifts

24 Point 11 A 22 a

MODERN GUIDE

Gifted Violinist

18 Point 16 A 34 a

HONEST MEMBERS

Registers Approval

14 Point 24 A 48 a

DOMESTIC ENTERPRISE

Establishments opened long before completion

12 Point 25 A 50 a

SECURITIES INVESTIGATED

Many stockholders rejoice on completion of inventory which proved encouraging

10 Point 30 A 60 a

REMARKABLE OPPORTUNITIES

New schools install necessary equipment and capable teacher gives instruction for operating

8 Point 32 A 63 a

IMPORTANT SUGGESTION PUBLISHED

Discontinuance of extravagant method and the practicing of strictest economy wherever practicable pleased taxpayer

6 Point 35 A 70 a

PICTURESQUE JOURNEY PLEASING PROFESSORS

There are many beautiful residences along the well-kept mountain highways. How refreshing the atmosphere and pleasing the early sunset after tiresome labors in crowded metropolis

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v w

x y z . , - ' : ; ! ?

Alternate Gothic No. 2

12 Point 24 A 48 a

ENTERPRISING CITIZEN
Introduces novel system
for finding true valuation
after many futile efforts

10 Point 26 A 52 a

WONDERFUL GYMNASTICS
Great athletes exhibit skill
and daring to amuse people
who gaze on in amazement

8 Point 29 A 58 a

PRACTICABILITY DEMONSTRATED
Business men manifesting unusual
interest in novel heating apparatus
which promises great saving of fuel

6 Point 33 A 65 a

INDEPENDENCE BRINGS US CONFIDENCE
Contradictory as they seem, two things go
together always: manly self-reliance and
manly independence. They are inseparable
attributes to personal courage and dignity

30 Point 8 A 13 a

HUNDREDS
Graduating

24 Point 9 A 18 a

MANIFESTED
Remonstrate

18 Point 15 A 30 a

DEMAND RIGHTS
Judges Expected

14 Point 20 A 41 a

NEAREST BUILDING
Overhauled recently
for big athletic club

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z . , - ' : ; ! ?

72 Point 3 A 4 a

Mythic

Encircle

Influential

Gesticulate

36 Point 6 A 12 a

DISTINGUISH
Chamberlains

Alternate Gothic No. 3

72 Point 3 A 4 a

Maple

30 Point 7 A 12 a

SHARPEN
Captivate

12 Point 20 A 40 a

EXCELLENT REPORTS
Promising young man gets highest average in recent history test

24 Point 8 A 15 a

RIGHTEOUS
Headstrong

10 Point 23 A 46 a

PROPOSE CONFERENCE
Many nationally famous railroad magnates have been invited to meeting

Dignify

18 Point 12 A 25 a

DISORGANIZED
Restores Order

8 Point 27 A 54 a

MEN SHOULD USE DISCRETION
We believe there are many more good traits in the mind of man, but few so useful as discretion

14 Point 18 A 35 a

STRANGE CUSTOM
Unusual practices discontinued here

6 Point 30 A 60 a

FUTURE IS REPETITION OF THE PAST
History often repeats itself, making only such changes of programme as growths of nations and time require and should direct man in the future

Splendor

42 Point

Gymnasts

36 Point 6 A 9 a

REMAINDER
Disintegrate

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

Alternate Gothic Nos. 1, 2 and 3

Shelbey Electric Corporation

Refunding Mortgage Five Per Cent Sinking Fund Bonds

First preferred stock of a large company whose earnings during the adverse business conditions of the past two years amounted to about four times the dividend on the stock under our direction

Circular sent upon request

HERBSON & GARDINER

Investment Brokers

PORTLAND BOSTON RICHMOND

DANCHESTER HORSE SHOW

PROMOTED BY THE SANDIFORD COUNTY EQUESTRIAN SOCIETY



Suitable Prizes will be given to best entries of each class

August Sixth to Ninth

HENDOIR FAIR GROUNDS

Reddington, Kentucky

leasing Results

Printers who have handled jobs that demanded strong display as well as pleasing appearance know the value of a type face that has been designed with this in mind

ALTERNATE GOTHICS

possess the necessary qualifications for this sort of work. The clear, strong characters are easily deciphered and produce a well-balanced effect which with their unusual versatility enables the printer to create strong, readable advertising matter that will demand attention everywhere, accomplishing results of a more profitable nature for both the printers and their customers

Distinctive Gothic faces that spell success for the progressive typographers of today are shown here in pleasing combinations

AMERICAN TYPE FOUNDERS COMPANY

VERSATILE ORNAMENT

Franklin Gothic

96 Point 3 A 4 a

Ida

84 Point 3 A 4 a

Sift

72 Point 3 A 4 a

Elks

60 Point 3 A 4 a

Baby

48 Point 3 A 6 a

Rejoin

42 Point 4 A 6 a

Nuptial

36 Point 4 A 7 a

Haughty

30 Point 5 A 8 a

MAIDS
Repeat

24 Point 5 A 11 a

QUARTZ
Borough

18 Point 8 A 17 a

NITROGEN
Hymnology

14 Point 12 A 24 a

EQUESTRIAN
Popular Story

12 Point 14 A 29 a

QUICK SERVICE
Important Notes

10 Point 16 A 32 a

NIGHTINGALES
Bird sanctuaries become popular for nature study

8 Point 19 A 38 a

SUBMERGE BRIDGE
Detour necessitated selecting altogether new homeward route

6 Point 21 A 44 a

BRIGHTEST SUNSHADE
Summer costumes show most amazing display of decidedly new colors and enliven drab city streets

5 Point 22 A 46 a

SCREEN PLAY FASCINATING
Fancy runs riot under the spell of motion pictures, for by fairy enchantment shackles of time and space fall away and we live and move amid mystic scenes

4 Point 20 A 48 a

QUAINT COLONIAL ARCHITECTURE
Interesting old-fashioned villagers that overflow with shrewd, vinegary humor inhabit these historic towns but once their confidence is gained you discover their sterling qualities

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

Franklin Gothic Italic (Non-Kerning)

10 Point 15 A 30 a

WINTER HOMES
New departments showing valuable household design

8 Point 18 A 36 a

CONSIDER PROBLEM
Many opportunities for business boys seeking more happy prospects

6 Point 19 A 39 a

SPEAKERS APPLAUDED
Prominent editorial writer will deliver daily discourse to former collegians. Some diagrams shown explained

5 Point 19 A 38 a

HOME OR OFFICE EFFICIENCY
Frequently this phrase is used in connection with more production but the business man will handle the word with intelligence. There are different phases of efficiency

18 Point 8 A 14 a

SPLENDOR
Entertained their guests

14 Point 11 A 21 a

HOME GUARD
Enlisted guide gave watchers valuable paper

12 Point 14 A 27 a

PICTURE FOUND
Enchanting scene recently restored interested critics

72 Point 3 A 4 a

Gift

60 Point 3 A 4 a

Sale

48 Point 4 A 5 a

Night

42 Point 4 A 6 a

Myths

36 Point 5 A 7 a

BROKE
Cymbal

30 Point 5 A 8 a

QUENCH
Replaced

24 Point 6 A 9 a

DREAMER
Hydropical

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl . , - ' : ; ! ?

Franklin Gothic Condensed

72 Point 3 A 4 a

Dyke

60 Point 3 A 5 a

Slight

48 Point 4 A 7 a

Months

42 Point 5 A 8 a

BROKEN

Register

36 Point 5 A 9 a

HUMIDOR

Exploiting

30 Point 6 A 10 a

NOURISHED

Indigo Gown

24 Point 7 A 14 a

NOSTRUM

Junior help impetuous

18 Point 11 A 20 a

EXTRACTION

Old countries partly helped intrepid sons

14 Point 15 A 30 a

KINDERGARTEN

Healthy children enjoy embryonic educational year

12 Point 17 A 34 a

BRONZE FIGURE

Generous citizen donates splendid memorial college

10 Point 19 A 38 a

MOUNTAIN TRACK

Great geographers explore unfamiliar mountainous trails

8 Point 22 A 45 a

ENCHANTED PARADISE

Startling adventures in remote islands recently discovered make movie picture very interesting

6 Point 24 A 46 a

PRETTY ORIENTAL VASES

Newest imported novelties suitable to personal usage or holiday gifts are found in greater variety in this store than ever thought possible

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ’ : ; ! ?

Franklin Gothic Extra Condensed

14 Point 18 A 36 a

POWERFUL ENGINE
Displays Character

12 Point 21 A 44 a

ENDURANCE CONTEST
Awakened enthusiasm
among local amateurs

10 Point 25 A 48 a

RESTORED CONFIDENCE
Great printing concerns
installed new machinery

8 Point 28 A 55 a

FIRST DEGREE ADMINISTERED
Newly elected members enjoy
banquet after being initiated

6 Point 30 A 60 a

INCREASES SUBURBAN BUSINESS
Merchants insist that advertising
gives business an added stimulus

42 Point 5 A 9 a

Magnet

36 Point 5 A 11 a

Respited

30 Point 7 A 14 a

High Grade

24 Point 9 A 18 a

DISCOVERED
Stylish Guest

18 Point 14 A 29 a

NOTED FARMER
Invested Capital

120 Point 3 A 4 a

Bait

96 Point 3 A 4 a

Myth

84 Point 3 A 4 a

Rapid

72 Point

Ginger

60 Point 3 A 6 a

Defects

48 Point 4 A 8 a

Navigable

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ’ : ; ! ?

Gothic No. 578

72 Point 3 A 4 a

Rail

60 Point 3 A 4 a

Bird

48 Point 3 A 4 a

MIEN

Ignite

42 Point 3 A 5 a

EIDER

nited

36 Point 4 A 6 a

BOUGH

Knights

30 Point 4 A 8 a

NOMADS

Exporting

24 Point 5 A 10 a

BONUS

Distinct

18 Point 8 A 16 a

REIGNED

Magnifies

14 Point 12 A 23 a

IMPROVING

State House

12 Point 15 A 27 a

HONORARIUM

English lawyer found evidence

10 Point 16 A 30 a

MARINE GUARD

Naval destroyers anchor in harbor to guard interests

8 Point 20 A 38 a

EMINENT POLITICIAN

Great crowds welcome soldiers on return from battlefields of Flanders

6 Point 24 A 44 a

LARGE OFFICE BUILDINGS

Happy bank clerks take great delight in the coziness of their new quarters. Beautiful view of river may be had from roof

5 Point 21 A 38 a

DELIGHTFUL SUMMER OUTINGS

Numerous excursionists line deck of palatial steamboat about to start up the Hudson River. A syncopated jazz band will furnish dance music

9 and 54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F

G H I J K L M

N O P Q R S

T U V W X Y

Z & $ 1 2 3 4

5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. , - ' : ; ! ?

TITLE GOTHIC No. 9

8 Point No. 91 20 A

EXTENDING MASK
BROKEN ENGINES
DEMANDED HORN

8 Point No. 92 24 A

REFRESHING DRINKS
BANKER MAINTAINED
SURPRISING HUNTER

6 Point No. 91 25 A

CHARGE MODERATE PRICE
WONDERFUL AUDITORIUM
SIGNIFICANT DISCLOSURE

6 Point No. 92 26 A

MAGNIFICENT DECORATION
PUBLISHERS ENTERTAINED
MODERN PRINTING EXPERT

6 Point No. 93 28 A

FAMOUS SPORTING ORGANIZER
BRING REMARKABLE BENEFITS
EUROPEAN RULING FORBIDDEN

6 Point No. 94 32 A

CHARMING SUMMER SUGGESTIONS
SPECIAL AUTOMOBILE EXCURSION
QUIET SURROUNDINGS BEAUTIFUL

20 Point 9 A

EXOTIC
DREAM

16 Point 10 A

HEADING
RINKERS

12 Point 14 A

UNADVISED
RECOGNIZE

10 Point 17 A

MAGNIFICENT
HUNTED RING
UNDERSTAND

10 Point No. 92 18 A

INCORPORATES
DANCE RECORD
READERS HOPE

9 and 54 Point carried in stock only at Foundry

CHARACTERS IN COMPLETE FONT

A B C D E F
G H I J K L M
N O P Q R S
T U V W X Y Z
& $ 1 2 3 4
5 6 7 8 9 0
. , - ' : ; ! ?

72 Point 3 A

IRE

60 Point 3 A

BID

48 Point 3 A

EMS

42 Point 4 A

FIRM

36 Point 4 A

MEND

30 Point 5 A

BOUGH
DRANK

24 Point 7 A

NUMBER
EPICURE

CONDENSED TITLE GOTHIC No. 11

72 Point 3 A

MUCH

60 Point 3 A

BROKE

48 Point 5 A

DICTION
SUNDER

42 Point 5 A

HEROISM
CAMBRIC

36 Point 6 A

UNRACKED
DESIGNING

30 Point 9 A

MEANING
BROKERS

24 Point 13 A

DIMENSION
ENCUMBER

20 Point 16 A

HIDE BRANCH
CONDUCTORS
MARKED SIZE

16 Point 20 A

RIGHT GOVERNOR
SPREADING BUSH
COMBS REMOVED

12 Point 23 A

DIRECTING CHOIR
CHANGE OBJECTS
REHEARSE OFTEN

10 Point 27 A

MOST ENTHUSIASTIC
INTRODUCED BRIDES
BEGINS CONVENTION

8 Point No. 112 32 A

HONOR INTREPID HUNTER
DELEGATE INVESTIGATING
HONOR CLUB EXECUTIVES

8 Point No. 111 37 A

REQUIRED DISTINCTIVE SUITE
GIVE MAGNIFICENT SOUVENIR
HUMOROUS CRITICISM HEARD

6 Point No. 113 37 A

FOREIGN SCIENTIST PRAISED WORK
DISTINGUISHED SURGEON REMAINS
YOUNG MECHANIC DECIPHERS CODE

6 Point No. 111 45 A

MERCHANT REPLENISHED ENTIRE STOCKS
INGENIOUS MECHANIC EARNS PROMOTION
SOME PHILANTHROPIC GENTLEMEN DINED
EXPENSIVE PRODUCTIONS BROUGHT HERE

9 and 54 Point carried in stock only at Foundry

CHARACTERS IN COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?

Gothic Condensed No. 529

12 Point 28 A 55 a

HOLD MOTORCYCLE RACES
Scores of motorcyclists have now signified their intention of riding in endurance races

30 Point 9 A 17 a

COLUMBIAN
Rich Authors

72 Point 3 A 5 a

Objected

10 Point 31 A 65 a

OCEAN LINER CAPACITY TAXED
Large demands for reservation on passenger steamer. Tourists booking ahead for autumn rush

24 Point 12 A 25 a

REQUIREMENTS
Expects Payment

60 Point 3 A 5 a

DISGUISE
Multiplier

8 Point 35 A 70 a

EXHIBITS FINER PORTRAIT PAINTING
Magnificent display of these famous paintings, also steel etchings, which are products of the foreign masters

18 Point 17 A 36 a

NOMINATE SOLDIER
Country Enthusiastic

6 Point 35 A 70 a

CROWD AT SEASHORE LARGEST KNOWN
Extraordinarily warm weather resulted in the greatest gatherings at the seashore hostelries and resorts ever encountered

14 Point 22 A 46 a

CHANGING LARGE MAP
Baffling Manufacturers

48 Point 6 A 10 a

EXCURSION
High Country

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

42 Point 6 A 11 a

REMODELING
Notable Firms

36 Point 6 A 12 a

UNDISCOVERED
Spring Mountain

News Gothic

72 Point 3 A 4 a

Right

60 Point 3 A 5 a

Equity

48 Point 4 A 8 a

Intrepid

42 Point 5 A 9 a

Klondike

36 Point 5 A 9 a

RETURNS

Exposition

30 Point 6 A 10 a

HISTRIONIC

British Kings

24 Point 7 A 14 a

REPRODUCED

Neat Pamphlet

18 Point 11 A 22 a

MENAGERIE

Big elephant securely tied

14 Point 15 A 29 a

ENTERPRISING

Cloth merchant pleasing buyers

12 Point 17 A 34 a

RECEIVED NICELY

Brilliant statesman gladly returns after prolonged absence

10 Point 21 A 42 a

OBEY INSTRUCTION

Commanding officer teaches recruits how hospital tents should be folded when down

8 Point 23 A 45 a

MAKING REAL FRIENDS

Good nature is positively more agreeable than wit. It gives to the face an air more benign than beauty

6 Point 25 A 50 a

ROAD TO EMINENCE HARD

Many say greatness is really an eminence, the ascent to which is steep and lofty, and superior men always display unusual boldness and vigor

Characters in Complete Font

A B C D E F G H

I J K L M N O P

Q R S T U V W X

Y Z & $ 1 2 3

4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. , - ' : ; ! ?

News Gothic Condensed

10 Point 26 A 51 a

WORDS BETRAY WISDOM
Consider silently whatever folks say, because speech either conceals or reveals the speaker's inmost soul

8 Point 28 A 55 a

GOOD BOOKS ARE INSPIRING
Remember that chiefly through books we have intercourse with master minds, and good books are now within the reach of all

6 Point 30 A 60 a

DUTIES FAITHFULLY PERFORMED
We require from buildings, as from men, two kinds of goodness: doing their practical duties well, and that they be pleasing while doing them, which is itself another form of duty

18 Point 15 A 30 a

INSURED SALES
Advertising idea helped business

14 Point 21 A 40 a

REASON EXPECTED
Our education must depend upon brains

12 Point 25 A 48 a

RESTORE CONFIDENCE
Wonderful strides made toward business revival encouraging merchants

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

72 Point 3 A 4 a

Myriad

60 Point 4 A 6 a

Register

48 Point 5 A 8 a

Symbolize

42 Point 5 A 9 a

Eulogistical

36 Point 6 A 9 a

NOURISHING
Gain Strength

30 Point 7 A 14 a

PERSEVERANCE
Capable Scholar

24 Point 10 A 18 a

HANDSOME COVER
Beautiful Designing

News Gothic Extra Condensed

72 Point 4 A 6 a

Relinquish

60 Point 4 A 6 a

Enjoyed Ride

48 Point 6 A 11 a

Hunting Season

42 Point 6 A 13 a

Mysterious Words

36 Point 6 A 13 a

ENCOURAGES ORDER

General Reorganizing

30 Point 9 A 17 a

INVINCIBLE CHARACTERS

Display Indomitable Spirit

24 Point 12 A 23 a

GOLDEN HARVESTING BEGINS

Everybody Enjoying Prosperity

18 Point 19 A 38 a

DIGNIFIED ILLUSTRATION

Catalogue shows various designs simply arranged

14 Point 25 A 49 a

GREATLY PLEASE INSTRUCTOR

Children studying the histories of many celebrated statesmen

12 Point 28 A 56 a

QUESTIONS OF GREAT IMPORTANCE

Shrewd advertisers usually require publications to give facts regarding circulation and territory they cover

10 Point 31 A 63 a

JOURNALISM OF BENEFIT TO MANKIND

Newspapers are servants of the human intellect, and their ministry is for good or for evil, according to the standing or character of the folks who direct them

8 Point 35 A 70 a

OUR MINDS INCLINE TO DIFFERENT OBJECTS

Many ideas grow better if transplanted into another mind. That which was a weed in one mind soon becomes a flower in the other, and flowers change to weeds in the same manner

6 Point 34 A 68 a

HEALTHFUL RECREATION STIMULATES WORKERS

Relaxation is a physical and moral necessity. The toilworn artisan, stooping and straining over his task which taxes eye and brain and limb, ought to have opportunity and means for an hour or two of healthful relaxation when that task is concluded

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. , - ' : ; ! ?

RANCHER OUTFITS EXPEDITION TO SEARCH FOR HIDDEN TREASURE

South American Gold and Jewels Worth Tremendous Sum Are Buried on Small Canadian Island, According to Legend

FORTUNES WASTED IN OTHER QUESTS

Supposed Treasure Worth Fifty Million Dollars Was Cached Many Years Ago by Mariners

NEW YORK, June 13.—A modern expedition was quietly outfitted at New Jersey recently for the recovery of supposed buried treasure with a traditional value of $50,000,000 and the ship sailed from New York harbor last week.

The undertaking is enshrouded in mystery but what details have leaked out touch on the romantic and recall to mind some of the more thrilling stories of our boyhood days.

A casual observer loitering at the pier while a gang of men hurried to load rusty iron tubes and machinery aboard the steamer obtained some particulars of the enterprise.

It appears that a retired Montana rancher is the directing head and financial backer of the expedition. A Californian who possesses the secret of the treasure and who is said to hold a lease from the Canadian Government on the island where the treasure is supposed to be hidden is another partner in the quest. Several local business men are interested in the venture and accompanied the party. The result of the search is awaited with interest.

The story of how the treasure came to be buried is a very romantic one and goes back to a legend that during one of the frequent wars between two South American countries many years ago the government of one determined to save the national treasure from capture by putting it aboard a ship. The vessel escaped the enemy and reached a small island off the coast of Canada, where the gold is buried.

Another version of the story was that the crew of the treasure ship mutinied and stole the treasure and buried it on the island.

TO HONOR AMERICAN POET

Many Prominent Writers Attend Memorial Service Held Around the Tree Planted for Hero Last Year

Memorial exercises were held yesterday in honor of a promising American poet who was killed while serving in the Foreign Legion of France. The service was held about the tree planted in his memory last year. Many people engaged in the literary field were present. A movement is on foot to erect a statue to him.

Midsummer Bargains in Sporting Goods

GOLF SUITS—Two-piece models, in latest styles, made from selected English fabrics. A smart suit for outdoor wear. During sale $32.95

ACCESSORIES FOR CAMPING, FISHING, GOLFING AND TENNIS



WALL TENT—A roomy khaki sleeping tent. Just right for week-end trips $5.95

SLEEPING COT—Made to withstand hard usage. Only a limited number at $2.39

We Have Reduced our Entire Line of Golf Bags, Clubs, Balls, Suits and Shoes

THE HERBERT WADSWORTH COMPANY

WASHINGTON AND CONGRESS STREETS OPPOSITE THE PENNSYLVANIA DEPOT

TEXT SET IN CENTURY EXPANDED GOLF ILLUSTRATOR

NOW DEM MARRIA

Start Campaign Fo Many Changes

Uniformity of Marriage La Placed Under Federal

CHAUTAUQUA, June of two million women assembled at the conv Federation of Women a drive for the reform marriage and divorce

The convention lea repeal of all purely St the passage of Federa general in their appli

This movement wa futile efforts to induc uniform laws relating

A prominent writer head of the movemen backing of some of th conferred with Mrs. J before the convention

The bill which they Congress for action is girl under 18 years of marry without the co announcing the inten be published two wee mental and physical fi to the marriage must the license can be obt

Divorces are to be a physical or mental cr period of one year an interlocutory decrees after the lapse of one

ROYAL FAMI WELCOME

King and Queen Enthusia and Escorted Through

COPENHAGEN, June and the Queen arrive state visit of three da wearing the gay unif when they alighted fr affectionately welcom drove through the str large crowds of peopl Hussars, the bodygua

NEWS GOTHIC EXTRA CONDENSED TITLE

72 Point 5 A

REMIND

60 Point 6 A

STRANGE

48 Point 8 A

NEIGHBORS

36 Point 10 A

STRONG HOUSE

30 Point 15 A

BEAUTIFUL DESIGN

24 Point 21 A

PROMOTION DESERVED

18 Point 30 A

USING PERSUASIVE METHODS

14 Point 35 A

CONDENSED PUBLICATION HEADING

12 Point 40 A

MUCH PRINTED LITERATURE DISTRIBUTED

10 Point 46 A

PROMINENT CLERGYMEN ATTEND CONVENTION

8 Point 49 A

IMPORTANT MANUFACTURING CORPORATION PROSPERS

6 Point 49 A

LARGEST PUBLISHERS RECEIVING ATTRACTIVE OFFERS FOR SPACE

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?

EXTRAORDINARY ENGAGEMENT OF THE FAMOUS

RIGA STOCK COMPANY

WONDERFUL SHAKESPEAREAN TRAGEDY

THE MERCHANT OF VENICE

WITH MARGUERITE GAINSBOROUGH, EUGENE DAWES
AND OTHER DISTINGUISHED ARTISTS

SYMPHONY ORCHESTRA DIRECTED BY JAMES RIGARDO

ACADEMY OF MUSIC, SOUTH BIRMINGHAM

WEEK BEGINNING MONDAY, MARCH SIXTH

NEWS GOTHIC EXTRA CONDENSED TITLE

LARGER CIRCULATION THAN ANY OTHER MORNING NEWSPAPER IN THE COUNTY

The Mor

VOL. XXVII. No. 8142 WEEHAWKEN, N. J., MONDAY, JUNE

RICH CROP EXPECTED

GENERAL BUYING OF WHEAT RESPONSIBLE FOR TREMENDOUS RISE RECENTLY PREDICTED FOR STOCK MARKET VALUES

EXPORTERS OFFERING UNUSUAL PRICES FOR DOMESTIC WHEAT CONSIGNED TO LOCAL MARKET

MILWAUKEE, June 1.—Encouraging reports from wheat growers are considered responsible for the activity among the larger buyers in all parts of the country. These buyers found the market heavily oversold, a condition which brought about the present shortage.

There seems to be little doubt that winter wheat crops will prove satisfactory owing to the lovely weather prevailing, and many of the western buyers show a tendency to hold their orders until the market becomes more settled. In some quarters there is a marked impression that the wheat market will soon become better, but until there is an increase in the buying no sustained change is looked for, and prices will remain as they are.

The bulk of the business is being done by local merchants who are constantly in touch with conditions of the market, which fact is responsible for their present activity.

Chicago operators recently sold more than 150,000 bushels to mills and a large quantity to exporters, although many large operators declare the demand was generally slow, and call attention to the fact that June was just one cent lower than July.

Coarse grains are reported to be in need of rain badly in many sections of the West, and the outlook for oats is not so very promising

Continued on Page Three

REWARD HEROES

LOCAL FIREMEN RECEIVE GOLD MEDALS FOR BRAVERY AND EFFICIENCY

MAYOR LAUDS ENTIRE VOLUNTEER FIRE DEPARTMENT

Seven men received medals for valor from Mayor Hart at the ceremonies attending the unveiling of the Firemen's Monument in the city park yesterday. He congratulated them and the entire department on the excellent service they have rendered. The Mayor also took this occasion to compliment the Chief and his staff for the splendid appearance of the men, and the efficient manner in which

TEXT SET IN CENTURY EXPANDED AMERICAN BORDER

POLO TOURNAMENT ATTRACTS LARGE CROWDS

The polo tournament held annually at the Houdson Country Club continues to interest the summer colonists, who attend the games daily and display great enthusiasm

Four more teams will compete to-morrow for the opportunity to play in the finals for a loving cup offered by the club.

A MOST INTERESTING STORY IN FOUR INSTALLMENTS

Everyone should read THE BRIDE, *a story of love by Jerome Hanifin, which will appear daily, beginning with the Tuesday issue.*

EXPERTS F GOLF CO

WONDERFUL SCORE IN CHAMPIONS

NEW YORK, June junior championships new links of the Win at Mineola. There wa round on the first da final round were play

The conditions dem qualifying test the af second rounds taking Several new traps an added, this big handi courses in the countr

Continued on Pa

ORDERS BIG

RAILROADS PLACE ORD COSTING SEVERAL

CONTEMPLATED ACTION GREET STOCKHOLDERS, WHO SEEK VOTE TO EMPOWER TH

The directors of se railroad are consideri renewing the big rail rolling stock.

It is proposed to is the purpose. Thousan interest at these rate will be convertible in common stock and te preferred stock, with on the common stock with debentures, and price of 115 per cent

Those who contem the improved earnin and proves that many whoever makes plain

HERALD EXTRA CONDENSED

60 Point 7 A

DESPOTISM

48 Point 8 A

NEIGHBORING

42 Point 8 A

ROBUST CHILD

36 Point 8 A

BRIEF DESPATCH

30 Point 12 A

HOMESPUN CLOTHS

24 Point 16 A

MASONIC CELEBRATION
ENTERPRISING FARMER

18 Point 20 A

FAKE INTERVIEW REPUDIATED
PERMANENT CAPITAL CHOSEN

12 Point 28 A

CONFERRED INDUSTRIAL SCHOLARSHIP
RIVAL UNIVERSITIES PLANNING DEBATE

10 Point 31 A

SCIENTISTS MADE WONDERFUL DISCOVERIES
WEEKLY NEWSPAPER ENDORSED MOVEMENT

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & $ 1 2 3 4 5 6
7 8 9 0 . , - ' : ; ! ?

WHEN PINCHED
FOR SPACE
HERALD EXTRA
CONDENSED
WILL PROVE
A REAL
CONVENIENCE



HERALD EXTRA CONDENSED

OVER 15,000 CIRCULATION AND GROWING EVERY WEEK

The Norfi

VOL. XVII. No. 39 NORFIELD, TUE

MAROONED FOR YEAR IN THE ICE MOUNTAINS OF ANTARCTIC

ENGLISH EXPLORERS RETURN AFTER PERILOUS WINTER IN HUT ON RAINIER COAST

CLAIMS MADE THAT PENGUINS MIRROR HUMAN LIFE EVEN AS TO COURTSHIPS

OUT TO CHART WENDEL SEA BUT THE GLACIERS BARRED WAY AND MEN AWAITED LEADER'S TRIP TO MONTEVIDEO FOR VESSEL

LONDON, June 19.—Two young men, T. Bagley of Cambridge University and M. C. Lester, an officer in the Mercantile Marine, landed yesterday at Dover after being marooned for many months on the Antarctic Continent and passing a dreary winter in a hut made from the wreckage of a vessel.

The British Imperial Antarctic Expedition left London with the intention to chart the western shores of the Wendel Sea, the vast ice stronghold where the late Sir Edward Olnsberry's ship Arctic was crushed, and to carry out scientific work. The party undertaking this great task, involving as it did, even if everything went well, a march of almost 1000 miles in the absolutely unknown coun-

Continued on Page Four

4TH OF JULY CELEBRATION AND ATHLETIC MEET

Athletic Contest starts at one o'clock
Gold and Silver Medals Awarded
Scout Exercises Fireworks Display
Games for the Children

BALL GAME—NORFIELDS VS. BEACHMORES
Game starts at three-thirty

By all means don't neglect to attend this big annual event

RECREATION BALL PARK—NORFIELD

NEW-MADE VOTERS ARE TO CELEBRATE

ALIEN AND NATIVE ALIKE INVITED TO BIG GET-TOGETHER RECEPTION

In an endeavor to make the Fourth of July celebration throughout the states safe, sane and appropriate, the League of Foreign-Born Citizens is arranging a reception to be tendered to the foreign-born and native-born alike who shall be voters for the first time this year.

ONCE RICH TO FACE A CHARITY ASYLUM

RATED AS MILLIONAIRE TWO YEARS AGO

TEXT SET IN HARRIS ROMAN

MORE CHER AUTOMAN

TICKERS RECE

NEW DEVICES ARRANG SPEED AND ACCU

The apparatus of trol of these ticker York's Stock Exch vice on the bond ti gave entire satisfa thoritative and exi which the quotatio noticeably and nor various minor defe away with the Exc hope to increase th from 15 to 18 cents a few months.

This new system includes the stock-keyboard could be floor of the Exchan be placed.

The machines wo R. Cartier, a promi engineer. Many ot have worked more method, with large quotations and cut in a transaction; le sales on the ticker, to the senior to tha board. Under seve directing for stock reporter to the key trolled its systemat telegraph.

FIND STUDE

COLUMBIAN PROFESSO

While the studen Hopkins Universit discovered reports type of vitamine, it of rickets at Colum The new method is

American Extra Condensed

72 Point 5 A 8 a

BAROUCHE
Highlander

60 Point 6 A 9 a

REPUBLICAN
Display Sign

48 Point 6 A 10 a

MISDEMEANOR
Egotistic Guard

42 Point 6 A 11 a

SPECIAL EDITION
Necessary quota
partially secured

36 Point 6 A 13 a

MEMORANDUM
New Periodical

30 Point 9 A 18 a

UNKNOWN YOUTH
Baronial property
sold to statesman

24 Point 12 A 21 a

REMARKABLE ACTOR
Interesting portraits
and paintings shown

18 Point 16 A 33 a

WESTERN ROMANCE
Honest young sailor
given bronze plaque
for unusual bravery

14 Point 20 A 45 a

ENORMOUS BUILDINGS
Many merchants lease
space in big downtown
warehouse and factory

12 Point 23 A 48 a

CORPORATION PROSPERED
Prominent financier buys
country estates. Planning
improvements that should
certainly prove beneficial

54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

American Extra Condensed

HOME EDITION

New Be

VOL. XXIV. No. 279 NEW BEDFORD, THU

GRAY VARSITY CREW BEATS DAR

Rowing Like Machines Grays Quickly Assume Lead and Finish Three Lengths Ahead of Darien

DARIEN TEAMS WERE MORE SUCCESSFUL IN OTHER AQUATIC EVENTS

GRAY varsity crew scored another victory over Darien in their annual four-mile race yesterday afternoon. After one of the most brilliantly rowed races in the history of this colorful regatta, the sons of Gray drove the nose of their slender cedar shell across the finish line three lengths ahead of their exhausted but still fighting Darien opponents, amid the thundering plaudits of thousands of spectators.

Gray covered the distance in 21:53, a figure that was 1 minute and 51 seconds behind the course record made in 1916.

The victory atoned for two previous defeats doled out to the Gray camp in the morning when their very promising freshmen were swamped a quarter of a mile from the finish line, after giving the Scarlets a splendid battle up to the point where the shell began to take in water from a freak puff of wind.

Last night the ancient site of the most picturesque boat races in the world was filled with madly excited Gray students whose cup of joy was filled to the brim.

Continued on Sporting Page

DRESS CONTROVERSY MANY CENTURIES OLD

Egyptologist Produces Extraordinary Evidence That Shows It Raged in Pharaohs' Time

PARIS, June 5.—Those who favor the short skirt need not be discouraged by

BARQUE HALTS BIG LINER TO MAIL THREE LETTERS

Portuguese Skipper Makes Surprising Request That Delays Vessel Twenty-four Minutes

AMERICAN CAPTAIN RENDERED SPEECHLESS

There are no barnacles on American high seas courtesy as might reasonably be supposed in these days of rushing efficiency of transatlantic sailing. The captain of one of the largest steamships of the United States Lines reported that on his last eastbound trip while in mid-ocean he sighted a Portuguese barque flying code signals expressing a desire to talk with him. When abeam of the tiny vessel the engines of his ship were stopped and a dory quickly put off.

Presently the buoyant little craft was alongside the liner and one of its crew said he had three letters that he would like the liner to take to Europe. Words fail to convey any idea of the surprise occasioned, but the letters were passed

BOARD TO VACANT POSTA

Civil Service Board Examination For Postmasters

SECOND CLASS EXA

WASHINGTON, Ju will be held by the on Monday, July 1 postmasterships at second class office $2500 annually, an candidates for pos Vacancies now exi of these post office terms having expi

Those candidate will not be require for an examination will be rated accor and business train general fitness for

Applicants must high standing with

FAVORS PENSION

Congressman Advocat Instead of Instituti

ATLANTIC CITY, J pension laws were President of about

TEXT SET IN HARRIS ROMAN PANEL BORDER

Times Gothic

96 Point 3 A 4 a

Elk

84 Point 3 A 4 a

Rut

72 Point 3 A 4 a

Kite

60 Point 3 A 4 a

Build

48 Point 3 A 5 a

Sleigh

42 Point 3 A 6 a

Depths

36 Point 3 A 6 a

Nautical

30 Point 5 A 8 a

BORN
Might

24 Point 5 A 11 a

SURGE
Evicted

18 Point 7 A 14 a

HUMORS
Magician
helps girl

14 Point 11 A 20 a

REQUIRING
Honest boys
aided baker

12 Point 13 A 25 a

DESCENDING
Noted general
rescues friend
from reservoir

10 Point 14 A 28 a

HERBIVOROUS
Required seven
acres of alfalfa
for ninety cows

8 Point 17 A 32 a

BRANDING HORSE
Cowboy left young
mare with careful
old blacksmith on
night of departure
for southern coast

6 Point 18 A 36 a

SHREWD MANEUVERS
Brave artillery officer
helped fellow soldiers
when large aeroplane
bombed their position
near the railroad yard

54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ’ : ; ! ?

RAILROAD GOTHIC

14 Point 19 A

INTERESTING BIOGRAPHERS

12 Point 20 A

HIGHLANDERS MASTERPIECE

10 Point No. 2 24 A

FOREIGN SINGER BLIND MUSICIAN

10 Point No. 1 30 A

RECOVERED FRIEND PUBLIC RESOURCES

8 Point No. 2 26 A

UNAUTHORIZED FORCE IMPORTANT PAINTING

8 Point No. 1 30 A

EXHIBITED CLEAN LEDGER INDIAN MAIDS CAMPING

6 Point No. 5 36 A

DISTRICT CHAIRMAN APPOINTED UNCOMPROMISING COMMANDER

6 Point No. 4 42 A

REMODELING SUBURBAN FARMHOUSE SOUTHERN CONVENTION ADJOURNED

6 Point No. 3 48 A

GOVERNMENT SECURING PLENIPOTENTIARIES CONGRESSIONAL INVESTIGATION SUCCESSFUL ENCOURAGED RESERVATIONS CONFIRMATION

6 Point No. 2 54 A

BEAUTIFUL MOUNTAIN RESIDENCES COMPLETED ORGANIZATION IMPROVED DISTRIBUTING CHARGE SEVERAL BOUNTIFUL GENTLEMEN CONTRIBUTING

42 Point 5 A

BRING IDEAS

36 Point 6 A

MOUTH REGAIN

30 Point 8 A

EXPOSED COINAGE

24 Point 11 A

PROVISION MACHINES

18 Point 15 A

NECKERCHIEF UNDESIRABLE

54 Point carried in stock only at Foundry

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L

M N O P Q R S T U V W

X Y Z & $ 1 2 3 4 5 6

7 8 9 0 . , - ' : ; ! ?

120 Point 3 A

SIX

96 Point 3 A

RUN

84 Point 3 A

KIDS

72 Point 3 A

HOUR

60 Point 3 A

BRAIN

48 Point 4 A

ENGINE

Gothic No. 545

72 Point 3 A 4 a

Nod

60 Point 3 A 4 a

Bank

48 Point 3 A 5 a

Expert

42 Point 3 A 6 a

Mikado

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

9 and 54 Point carried in stock only at Foundry

36 Point 4 A 6 a

BUNGS
Haughty

18 Point 8 A 17 a

HUNTING
Bought girl
nifty tackle

10 Point 15 A 30 a

NEW METHOD
Company claims greatly improved facilities caused more production

30 Point 5 A 8 a

RESUME
Qualifying

14 Point 11 A 22 a

NEIGHBOR
Companions encountered former mate

8 Point 18 A 36 a

RAILROAD BRIDGES
Engineer arranging the many necessary details and superintending the preliminary regulations for immediate building

24 Point 6 A 10 a

DECISIONS
Metropolitan

12 Point 13 A 26 a

RESOURCES
Maintain some mode of saving for unusual use

6 Point 18 A 36 a

BANKING EQUIPMENT
Model conveniences that enhance the satisfaction and accommodations for many depositors are now installed. The gentlemen directing are industrious

GOTHIC CONDENSED No. 521

CHARACTERS
IN COMPLETE FONT

A B C D E
F G H I J
K L M N O
P Q R S T
U V W X Y
Z & $ 1 2 3
4 5 6 7 8 9 0
. , - ' : ; ! ?

20 Point 20 A
SIGNED NOTE BARS REPORT

16 Point 24 A
PROCURE ORDER DESIGN SCENERY

12 Point 29 A
MANAGERS GATHER CLEVER INVENTORS

10 Point 35 A
RESOLUTIONS ADOPTED SHOE MANUFACTURERS

8 Point 48 A
EXTRAORDINARY PHOTOGRAPHER MERCHANT DEMANDED BUILDING

6 Point 44 A
DISTINGUISHED WRITER RETURNED INVENTS WONDERFUL INSTRUMENT

9 and 54 Point carried in stock only at Foundry

72 Point 3 A
ROUND

60 Point 4 A
BORDER

48 Point 6 A
SECURING

42 Point 8 A
DIM FIGURE

36 Point 8 A
HEROES DINE

30 Point 10 A
GIRLS RECOVER MARINES HUNT

24 Point 15 A
NOTED EXPLORER REFINERS MARCH

HARDWARE
MATERIALS FOR CONTRACTORS AND MECHANICS

FARMING AND FACTORY SUPPLIES

TRACTOR AND AUTOMOBILE SERVICE STATION

STEPHENER & BUSHSTEIN
OFFICE AND DELIVERY YARD
RUNSDEN CENTER, MAINE

Gothic Nos. 520 to 526

48 Point No. 520 — 3 A

USE

42 Point No. 520 — 5 A

NICK

36 Point No. 520 — 5 A

ROAD

30 Point No. 520 — 6 A

BENCH

24 Point No. 520 — 8 A

MISGIVE

18 Point No. 520 — 10 A

INDENTED
REPOSING

12 Point No. 520 — 15 A

EACH NUMBER
NOTICE FROCK

10 Point No. 520 — 18 A

BARGE RETURNING
DISTINCTIVE HOME

8 Point No. 526 — 20 A

HIRE CLEVER MECHANIC
UNIQUE MACHINE GIVEN

8 Point No. 525 — 23 A

GET PRODUCTION REPORTS
FURNISH CHARMING MUSIC

6 Point No. 524 — 23 A

BEAUTIFUL BUILDING
MADE HONOR GUARD
HISTORIC MANSIONS

6 Point No. 523 — 30 A

ENTERTAINS GOVERNOR
HANDLING HUGE CROWD
SPECTACULAR RESULTS

6 Point No. 522 — 33 A

PURCHASED FINE CALENDAR
EXHIBIT NUMEROUS STYLES
REMARKABLE SCHOLAR WON

6 Point No. 521 — 37 A

RETURN FROM EUROPEAN CLIME
OVERHAUL SEVEN AUTOMOBILES
JUDGE URGES INSPECTION TOUR

Characters in Complete Font

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z
& $ 1 2 3 4
5 6 7 8 9 0
. , - ' : ; ! ?

54 and 60 Point carried in stock only at Foundry

Gothic Condensed No. 524

24 Point — 10 A 19 a

EXPORTED
Huge Stock

18 Point — 12 A 24 a

DEMANDING
Kept Enough

14 Point — 19 A 38 a

MODERN USAGE
Began Production

12 Point — 22 A 45 a

MEMBERS RESIGN
Organize Sport Club

10 Point — 25 A 54 a

HANDSOME BORDERS
Bought Choice Material

8 Point — 32 A 65 a

DESIGNS INTEREST PUBLIC
Spanish Masterpiece Displayed

6 Point — 31 A 63 a

GIVE COMICAL PERFORMANCE
Prominent vaudeville actors make extensive plans for entertainment

30, 36, 48, 60 and 72 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ' : ; ! ?

Gothic Condensed No. 523

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v

w x y z . , - ' : ; ! ?

20, 42, 48, 60 and 72 Point carried in stock only at Foundry

36 Point 5 A 9 a

HUGE MINE

Brighter Site

30 Point 7 A 16 a

MODERN FIRM

Guides Explained

24 Point 8 A 18 a

DIRECTOR HOME

Enjoyed Associates

18 Point 13 A 28 a

ENTERPRISES BEGUN

Remarkable Constructor

14 Point 17 A 35 a

SHORE RESORTS THRIVE

Hostelries Renew Contract

12 Point 19 A 38 a

INDIGNANT CITIZEN SIGNED

Dispersed Nightly Gatherings

10 Point 22 A 44 a

MERCHANT RENDERED DECISION

Constant advertising increases sales and discourages much unfair rivalry

8 Point 26 A 50 a

BROKERAGE HOUSE CONFIRMS REPORT

Several manufacturers are conducting their business more profitably by honest dealings

6 Point 26 A 52 a

COLOR COMBINATIONS DEMAND MUCH STUDY

Desirable results may be obtained by using colors which add that lively touch to high-grade printing

Condensed Gothic No. 574

6 Point 31 A 63 a

PHOTOGRAPHIC EXHIBITS
Modern Equipment Sought

5 Point 28 A 55 a

GORGEOUS MORNING EFFECT
Several motorists traveled early viewing the beauties of daybreak

24 Point 9 A 17 a

Mighty SUN

18 Point 14 A 27 a

BANKS Replied

14 Point 20 A 34 a

GUIDE CENSURED
Notorious Hunters

12 Point 23 A 45 a

HEROINES RETURNING
Enthusiastic Spectator

10 Point 25 A 50 a

INTERESTING ORCHARD
Beautiful Evening Scene

8 Point 29 A 58 a

CHARMED SOUTHERN PEOPLE
Many Pleasant Country Houses

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. , - ' : ; ! ?

9, 30, 36, 42 and 48 Point carried in stock only at Foundry

Gothic No. 544

36 Point 4 A 7 a

NIMBUS
Eclipsing

30 Point 5 A 9 a

MIXTURE
Distinction

24 Point 6 A 12 a

HUMOROUS
Congratulated

18 Point 9 A 19 a

NICE UNIFORM
Excellent Soldier

14 Point 12 A 25 a

GYPSIES CAMPED
Build Splendid Huts

12 Point 14 A 28 a

FRESH ENCOUNTER
Rivals Contested Game

10 Point 17 A 36 a

DANGEROUS MECHANISM
Accidents Fortunately Averted

8 Point 18 A 38 a

ENCHANTING SURROUNDINGS
Grotesquely Painted Establishment

6 Point 18 A 40 a

DELIGHTS INTERESTED AUDIENCE
Noted Actor Scored Wonderful Success

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

42, 48, 54 and 60 Point carried in stock only at Foundry

PAGEANT

Commemorating the Opening of the
Home for Aged Actors



Kenilworth Auditorium
Newark, Kansas

WEEK OF JUNE FIRST

Under auspices of the
ACTORS' WELFARE LEAGUE
of Hudson County

VOCATIONAL CAMEO

EXTRA CONDENSED TITLE GOTHIC No. 12

CHARACTERS IN COMPLETE FONT

A B C D E F G H I

J K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

. , - ' : ; ! ?

54 Point carried in stock only at Foundry

20 Point 23 A

MYSTERIOUS FIGURES
INGENIOUS WORKMEN
PRODUCTIVE METHOD

16 Point 26 A

OVERWHELMING DEMANDS
UNUSUAL DEMONSTRATION
NOTEWORTHY APPEARANCE

12 Point 30 A

MANUFACTURER PROGRESSING
INTELLIGENT SUPERINTENDENT
HIRED INDUSTRIOUS WORKERS

10 Point 37 A

SCHOLARS ENCOURAGED INSTRUCTOR
TEACHER SUBMITS SPLENDID REPORT
ENTIRE CLASS ATTENDED RECEPTION

36 Point 9 A

UNDERMINED
CONDUCTORS

30 Point 11 A

ENCUMBERING
REPAIRS ROAD

24 Point 17 A

GRAND WELCOME
BEAUTIFUL GIFTS
SUPERIOR MUSIC

72 Point 4 A

FOUNDED
REMAINS

60 Point 4 A

NARCOTIC
SHOCKING

48 Point 8 A

COMPOSITOR
MARKS DATE

42 Point 8 A

DOMESTICATE
COUNTY ROAD

Lightline Gothic

36 Point 6 A 9 a

Hypothesis

30 Point 6 A 12 a

Military Band

24 Point 8 A 14 a

EXPENDITURE

Rival Champion

18 Point 11 A 22 a

FOREIGN DICTUM

Independent Official

14 Point 17 A 32 a

SOCIAL CONFERENCE

Bibliographic Discussion

12 Point 19 A 39 a

UNINTERESTING STORIES

Entertain Rich Philanthropist

10 Point 22 A 43 a

POPULAR DRAMAS RECALLED

Many famous plays scheduled for presentation starting next season

8 Point 24 A 47 a

NEWSPAPER PUBLISHERS CONVENE

Editors and proprietors have agreed upon program for their semi-annual conference

6 Point No. 4 26 A 52 a

IMPORTANT MATTERS AWAIT SETTLEMENT

Discussion of advertising and circulation among the numerous topics scheduled for presentation

6 Point No. 3 31 A 61 a

PAPER MANUFACTURERS DESCRIBED CONDITIONS

Give lengthy explanation for increasing contract prices of newsprint despite objections from the weekly newspapers

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v w

x y z . , - ' : ; ! ?

LIGHTLINE TITLE GOTHIC

12 Point No. 8 17 A

RECOGNIZES DISPOSITION

12 Point No. 7 21 A

BURGOMASTER ENCYCLOPEDIA

12 Point No. 6 24 A

HONEST PERSON UNION SERVICES

12 Point No. 5 29 A

PICTURESQUE GUIDE FINANCIAL CREDITOR

6 Point No. 4 26 A

MECHANICAL TRICK PREVIOUS REPLIES COMPULSORY PLAN

6 Point No. 3 31 A

BEWILDERING ACTIONS NATIONAL PARLIAMENT ILLUSTRATED FEATURE

6 Point No. 2 40 A

FRANK OUTSPOKEN YOUTH OUTSTANDING SECURITIES MEMBERS PRAISE OFFICER NEW TURBINES INSTALLED

6 Point No. 1 46 A

CAPITALIST PURCHASED ESTATE INTERNATIONAL MAGNATE WEDS RELATIVES GREATLY SURPRISED TELEPHONE CONGRATULATIONS

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K

L M N O P Q R S T U

V W X Y Z & $ 1 2 3

4 5 6 7 8 9 0 . , - ' : ; ! ?

Monotone Gothic

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v

w x y z . , - ’ : ; ! ?

30, 36, 42 and 48 Point carried in stock only at Foundry

MONOTONE TITLE

12 Point No. 8 16 A

RECEIVED HORSE

12 Point No. 7 20 A

HIRES MECHANICIAN

12 Point No. 6 22 A

ENERGETIC REPORTERS

12 Point No. 5 26 A

HUNGARIAN NECROMANCER

6 Point No. 4 20 A

MODEST CRUSADER RETURNING

6 Point No. 3 27 A

DELIGHTED ENTHUSIASTIC AUDIENCE

6 Point No. 2 32 A

NOMADIC TRIBESMAN INVENTED MACHINES

6 Point No. 1 31 A

SHREWD MANAGER ORGANIZED SPLENDID TEAM

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

& $ 1 2 3 4 5 6 7 8 9 0

. , - ’ : ; ! ?

18, 24, 30 and 36 Point carried in stock only at Foundry

24 Point 7 A 13 a

MENAGERIE

Disciplinarian

18 Point 9 A 19 a

REPRODUCING

Engraved Initials

14 Point 13 A 26 a

STRONG BRIGADE

Magnificent present graciously accepted

12 Point 16 A 31 a

HEARD BIOGRAPHER

Demonstrating engines bought after inspection

10 Point 17 A 34 a

REIMBURSING MINERS

Grateful managers praise men who rescued women

8 Point 20 A 42 a

STORE OWNERS EMBARKING

Hundreds departing for seaside tents where gentle breezes blow

6 Point 22 A 44 a

MUSICIANS BROUGHT DULCIMER

Entertain great assemblage of music lovers before leaving the continent for that wonderful southern ocean resort

6 Point No. 3 24 A 47 a

BOUGHT USEFUL MONOTONE GOTHICS

Wise printers made certain that cases were always full of every size of this readable and forceful letter. Every office needs this face

CARD GOTHICS

WEDDING GOTHIC

12 Point No. 7 — 10 A

KENTUCKIAN IMPROVISING

10 Point No. 6 — 13 A

BROWN HOUSE RING SECURED

8 Point No. 5 — 13 A

MOUNT MAJESTIC HISTORIC BRIDGE

8 Point No. 4 — 16 A

NOTED COMPOSITOR EXHIBITS BROCHURE

6 Point No. 3 — 17 A

IMPROVED CREDIT SYSTEMS CIVIL SERVICE COMMISSION

6 Point No. 2 — 25 A

BEAUTIFUL MONUMENT COMPLETED QUEBEC RAILROAD ADMINISTRATION

6 Point No. 1 — 31 A

REORGANIZING MANY GOVERNMENT BUREAUS NORWEGIAN ARCHITECTURE HIGHLY PRAISED

CONDENSED TITLE STAR GOTHIC

6 Point No. 4 — 36 A

HUMOROUS CIRCUS CLOWNS DELIGHT MANY CHILDREN DISTRIBUTING CENTERS REPORT INCREASED BUSINESS

6 Point No. 3 — 44 A

RECENT CHEMICAL DISCOVERY REVOLUTIONIZED PHOTOGRAPHY MAGAZINE PUBLISHERS HOLD ANNUAL CONVENTION IN MICHIGAN

6 Point No. 2 — 45 A

SCHOLARSHIPS AWARDED WORTHY STUDENTS AT CORNELL COLLEGE HANDSOME SOUVENIRS DISTRIBUTED AT CENTENNIAL CELEBRATION

6 Point No. 1 — 54 A

FRENCH DIPLOMAT RECENTLY ADDRESSED DELEGATION OF VERMONT PHYSICIANS NATIONAL GUARDSMEN ENCAMPED ON BEAUTIFUL PLATEAU NEAR DESERT REGION

TITLE GOTHIC

6 Point No. 71 — 24 A

DISTINGUISHED GENERALS HONORED PICTURESQUE FRENCH CHARACTERS

6 Point No. 72 — 28 A

NEW ENGLAND MUSEUM OF NATURAL HISTORY DELIGHTFUL SUBURBAN RESIDENCE ACQUIRED

6 Point No. 73 — 35 A

LARGE TELESCOPE COMPLETED AT WESTERN UNIVERSITY NUMEROUS DESCRIPTIVE NUMBERS REHEARSED BY BAND

6 Point No. 74 — 45 A

RETIRING MANAGER PRESENTED WITH HANDSOMELY ENGRAVED CHARM MERGER OF LEADING FINANCIAL INSTITUTIONS REPORTED FAVORABLY

TELEPHONE BLAKE 826

JOHN HOPKINS, M. D.

OFFICE HOURS:
9 TO 10 A. M.
2 TO 3 P. M.
8 TO 10 P. M.

64 HIGH STREET

NORWICH, CONN.

HORTON PHARMACY
382 KINGSTON ROAD
HARTFORD

M

℞

DANIEL J. JOHNSTON, M. D.
208 COLUMBIA AVENUE

HOURS DAILY	TELEPHONE	HOURS SUNDAY
2 TO 4 P. M.	6594	9 TO 10 A. M.

WESTERN ARTISTS GUILD
SUITE 19 FRICK BUILDING
DES MOINES

ARTHUR NOSTRAND
SECRETARY

Larger sizes of Wedding Gothic, Condensed Title Star Gothic and Title Gothic carried in stock only at Foundry

CARD GOTHICS

LIGHT LITHO GOTHIC

6 Point No. 11 — 19 A 38 a

RECEIVED WONDERFUL PRESENTS
Linen Shower Surprises Prospective Bride

6 Point No. 12 — 25 A 48 a

GIVES SOCIETY PRINTING ENGRAVED EFFECT
Beautiful Character for Delicate and Refined Stationery

6 Point Title No. 2 — 29 A

EXCLUSIVE SEASIDE RESORTS BEING RENOVATED
MOST DESIRABLE SUITES BEING EAGERLY SOUGHT

6 Point Title No. 1 — 34 A

EXQUISITE GOTHIC CHARACTERS PLEASED NOTED PRINTER
DELICATE FACE ADMIRED BY DISCRIMINATING CUSTOMERS

AT HOME
AFTER JANUARY TWENTY-EIGHTH
MR. AND MRS. JOHN SMITH

58 HARLEIGH COURT
PLAINFIELD

GRAND MUSICALE

GIVEN BY

NIAGARA MUSIC SOCIETY

BAL MASQUE . . . . . BOSPHORUS
PIANO: MISS BEATRICE SINGLETON

GYPSY QUEEN . . . . . CIPRIANO
SOPRANO: MISS JANE WESTON

SOUTHERN ROSES . . . . . STRAUS
VIOLIN: MASTER ELBERT STANNARD

JERSEY BELLE . . . . . MEUSE
PIANO: MISS HORTENSE LOGAN

THE NOMADS . . . . . BAYARD TAYLOR
HARP: MISS JAQUELINE LINDSTROHM

Larger sizes of Light Litho Gothic, Mercantile Gothic and Mitchell carried in stock only at Foundry

MERCANTILE GOTHIC

6 Point No. 4 — 15 A

MERITORIOUS RECORD
DIGNIFIED SPECIMENS

6 Point No. 3 — 18 A

NUMEROUS CHANGES MADE
CLERK SOLICITS DONATIONS

6 Point No. 2 — 19 A

EMINENT WESTERN POLITICIAN
GREAT BANKING FIRMS MERGED

6 Point No. 1 — 22 A

DOCTOR GIVES RELIABLE INFORMATION
EXPECTING DISTINGUISHED GENERALS

MITCHELL

6 Point No. 1 — 17 A

MAKING BEAUTIFUL DESIGN
CONSIDERING NEW METHOD

6 Point No. 2 — 19 A

DISTRIBUTED RARE SOUVENIRS
HOLDING ANNUAL CONVENTION

6 Point No. 3 — 24 A

INGENIOUS MECHANIC GIVEN BONUS
EXTRAORDINARY MATERIAL PRAISED

6 Point No. 4 — 28 A

REMARKABLE PICTURE INTERESTS ARTIST
SOCIETY UNVEILED ANTIQUE MASTERPIECE

6 Point No. 5 — 37 A

ELABORATE PAGEANTS CELEBRATING HISTORIC EVENTS
WORKMEN CONSTRUCTING GIGANTIC REVIEWING STAND

LINING GOTHIC

6 Point No. 529 — 26 A

FOREIGN GENTLEMAN SECURING DESIGN
DISCOVERED PICTURESQUE LANDMARKS

6 Point No. 528 — 33 A

MEMBERSHIP CAMPAIGN GIVEN DESIRED PUBLICITY
CHARMING ACTORS BEGIN ORIGINAL PERFORMANCE

6 Point No. 527 — 43 A

NOTEWORTHY IMPROVEMENT NOTICED BY PROSPEROUS MEMBER
CONSCIENTIOUS EFFORTS GAINED RECOGNITION FOR STUDENTS

BRANDON GOTHIC

6 Point No. 2 — 20 A

EXECUTIVE BOARD SUSTAINED CHARGES
FRENCH MUSICIANS ENTERTAINED DUKE

6 Point No. 1 — 24 A

METROPOLITAN MUSEUM OF NATURAL HISTORY
INSURANCE COMPANY ISSUED NEW YEARBOOK

Gothic No. 6

24 Point 6 A 10 a

BROKEN Match

18 Point 12 A 20 a

Entertained GUARDIANS

14 Point 13 A 26 a

MERCHANDISE Dispatched

12 Point 17 A 32 a

DANGEROUS ANIMALS ESCAPE
Negligent Keepers Given Admonition

10 Point 20 A 36 a

SHOWING MANY PLEASING DESIGNS
Regular Exhibitions Making Better Record

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z . , - ' : ; ! ?

16 and 20 Point carried in stock only at Foundry

8 Point 20 A 40 a

HEARD PROMINENT SPEAKER
Numerous delegates return in time
to vote on most important question

6 Point 22 A 46 a

BANKERS ORGANIZING CLUB
Several reputable financiers make
elaborate preparations for sojourn
abroad to better business relations

5 Point 24 A 46 a

REPORTING SIGNIFICANT DISCOVERIES
Eminent scientist made several important
disclosures while exploring in polar region
and procured many excellent specimens for
geographic museum maintained by college

COMBINATION GOTHIC

24 Point No. 510 8 A

BROKERS

18 Point No. 510 10 A

HUMANKIND

18 Point No. 509 12 A

DESCRIBE BEAR

12 Point No. 508 15 A

MARKS POSITION

12 Point No. 507 16 A

ENLIGHTENED PUPILS

12 Point No. 506 17 A

FRIEND MADE SEARCH
GETS BEAUTIFUL FURS

12 Point No. 505 21 A

HOLDING LIVE CONVENTION
CLERK RECOGNIZED SINGER

6 Point No. 504 23 A

REACHED PERFECTION
ENTERPRISING BANKS
BURNED PHOTOGRAPH

6 Point No. 502 33 A

BOUGHT HISTORICAL BUILDING
ENTHUSIASTIC PRINTERS GAIN
PRISON BUNGALOWS GUARDED

6 Point No. 503 30 A

PRODUCE FINE SPECIMEN
BUYS INSTRUCTION BOOK
REMARKABLE MECHANICS

6 Point No. 501 37 A

FAMOUS MASTERPIECE EXHIBITED
ESTABLISHED DESIGNING BRANCH
PROMINENT PUBLISHER SPEAKING
FINISH MAGNIFICENT STRUCTURES

CHARACTERS IN COMPLETE FONT

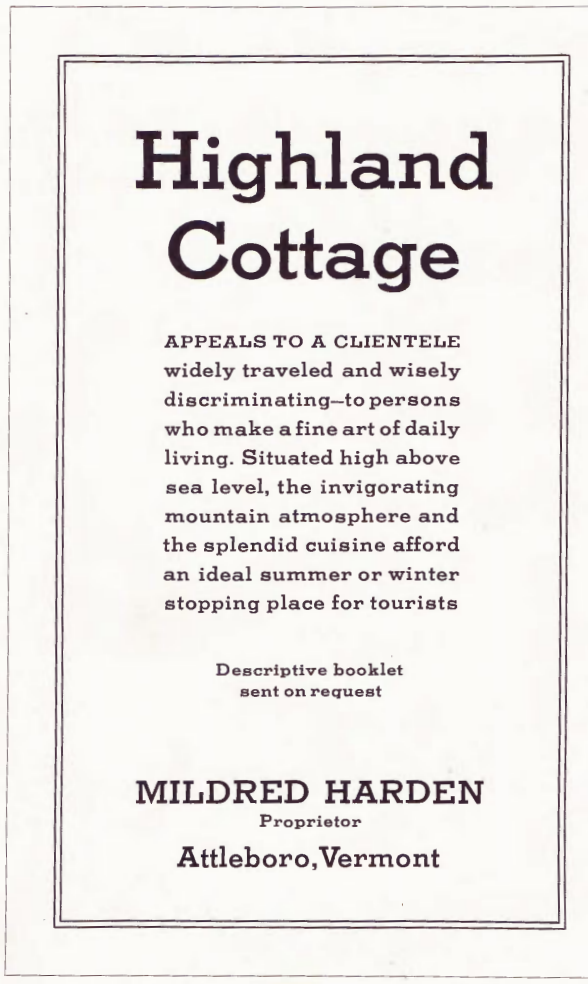
A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7
8 9 0 . , - ' : ; ! ?

Litho Antique

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z . , - ' : ; ! ?

42, 48 and 60 Point carried in stock only at Foundry



36 Point 3 A 7 a

HINGE
Nightly

30 Point 4 A 9 a

SCHISM
Replaced

24 Point 5 A 11 a

BRUSHES
Grindstone

18 Point 9 A 16 a

MODERNIZE
Quadruplicate

14 Point 12 A 22 a

BOYS DANCING
Students Brighter

12 Point 15 A 28 a

READING QUERIES
Many Smart Children

10 Point 16 A 30 a

HONORS PUBLISHER
City Subscriber Pleased

8 Point 19 A 37 a

NEIGHBORS PLAN OUTINGS
Committee recommended tramp through beautiful woodland dell

6 Point 21 A 40 a

SUMMER ACADEMY REOPENED
Healthful mountain boarding schools invigorate the minds of frail children

Globe Gothic

120 Point 3 A 4 a

Sit

96 Point 3 A 3 a

Isle

72 Point 3 A 4 a

Nick

60 Point 3 A 4 a

Spelt

48 Point 4 A 8 a

United

42 Point 5 A 8 a

ROUTE

Musical

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u

v w x y z . , - ' : ; ! ?

36 Point 5 A 9 a

RESIGN

Senator

30 Point 6 A 10 a

INJURED

Diplomat

24 Point 7 A 13 a

EMBARGO

Navigators

18 Point 10 A 21 a

BRIGHTENED

Retiring court clerk honored

14 Point 14 A 28 a

HOME GARDENS

Chinese rosebush bloom fading fast

12 Point 18 A 35 a

PUBLISH MAGAZINE

Noted editorial writer financing corporation

10 Point 18 A 40 a

RECORDING MINUTES

Maine senators display ingenuity in fine debate

8 Point 23 A 48 a

HONORS SWEDISH PREMIER

Leading southern university to confer honorary degree. Great reception given foreign envoy

6 Point 23 A 48 a

SHOWING CURIOUS COLLECTION

Eminent scientist exhibited several fine specimens. Wealthy merchant offered fabulous sum for entire lot

Globe Gothic Condensed

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z . , - ’ : ; ! ?

14 Point 18 A 37 a

REFINED METHODS
Celebrated detective makes investigation

12 Point 22 A 45 a

DANGEROUS POSTURE
Noted physical culturist delivers interesting talk

10 Point 24 A 48 a

PROCURED FINE PICTURE
Clever connoisseur bought famous painting for home

8 Point 28 A 58 a

MERCHANTS ORGANIZING CLUB
Several progressive retail dealers have inaugurated a campaign for creating a much better local trade

6 Point 30 A 63 a

HIGH OFFICIALS COMPLIMENTED MEN
Department managers received liberal praise together with substantial bonus in recognition of long, faithful service

36 Point 5 A 10 a

NICOTINE
Refulgent

30 Point 7 A 13 a

EXPOSITOR
Disentangle

24 Point 9 A 17 a

RESTRAINING
Husky Doctors

18 Point 14 A 27 a

CHANGES BLOCK
Proved proficient transport adviser

120 Point 3 A 4 a

Hut

96 Point 4 A 6 a

Bold

72 Point 4 A 6 a

Depth

60 Point 4 A 7 a

Subject

48 Point 5 A 8 a

High Bail

42 Point 5 A 9 a

RESIGNED
Men Exiled

Globe Gothic Extra Condensed

120 Point 3 A 4 a

Maid

96 Point 3 A 4 a

Depth

72 Point 4 A 6 a

Herbert

60 Point 4 A 6 a

Category

48 Point 6 A 9 a

Lone Desert

42 Point 7 A 11 a

NICE CLIMATE
Fishing Boats

36 Point 6 A 10 a

TELEPHONIC
Mail Service

30 Point 7 A 14 a

AUTOMOBILES
Beautiful road through valley

24 Point 10 A 19 a

ENTERTAINMENTS
Gorgeous scenery drawn artistically

18 Point 15 A 31 a

AMERICAN STEAMERS
Boats sailing through terrible autumn gales

14 Point 20 A 40 a

ELEVATED TRAINS COLLIDED
Safety device avoids many accidents, saving thousands of lives yearly in the cities

12 Point 24 A 49 a

MERCHANDISING DEPARTMENT
Superintendent desires closest investigations regarding every employee about general ability

10 Point 26 A 52 a

AMERICAN THEATRICAL SENSATIONS
Considerable interest now provoked regarding the great tragedians who delight enthusiastic audiences daily

8 Point 34 A 68 a

ELABORATES MOTION PICTURES ENTERPRISE
Producers expend fabulous fortunes making wonderful scenic effects. Modern accessories enhance dramas almost to point of perfection

6 Point 38 A 75 a

CONDUCTING SUCCESSFUL ADVERTISING CAMPAIGNS
Advertising weaknesses originate through neglect of primary art principles. Successful printers enforcing attention to carefully supervised and executed details

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q
r s t u v w x y z . , - ' : ; ! ?

Globe Gothic Extended

14 Point 8 A 18 a

BINDERS
Improved
avocation

12 Point 10 A 20 a

DOMESTIC
Novel styles
are popular

10 Point 12 A 24 a

GOVERNING
Maine justice
instructs jury

8 Point 14 A 28 a

HISTRIONICISM
Brilliant juvenile
actor performed

6 Point 15 A 30 a

MOTION PICTURES
Idaho film company
secured new stories

30 Point 4 A 6 a

SUED
Piano
music

24 Point 4 A 8 a

MINOR
Liquids
bought

18 Point 7 A 12 a

RECORD
Inscribes
biograph

72 Point 3 A 4 a

Kit

60 Point 3 A 4 a

SIR
Hid

48 Point 3 A 4 a

RED
Nest

42 Point 3 A 4 a

MOB
Dyed

36 Point 4 A 5 a

BURN
Sprite

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

Boston Breton Condensed

144 Point 3 A 4 a

Irk

120 Point 3 A 4 a

Set

96 Point 3 A 4 a

Hurl

72 Point 3 A 4 a

Biped

60 Point 4 A 5 a

Month

48 Point 4 A 7 a

Height

42 Point 5 A 8 a

Dolphin

36 Point 5 A 8 a

Mystical

30 Point 6 A 10 a

Using Raft

24 Point 8 A 15 a

DECIPHERS
Quaint Mask

18 Point 10 A 23 a

NOURISHING
Gave Banquet

14 Point 14 A 34 a

MECHANICIANS
Unique Invention

12 Point 19 A 39 a

EXPERT DIRECTOR
Novel Methods Used

10 Point 22 A 46 a

RAISE FINEST STOCK
Gave Magnificent Prize

8 Point 24 A 54 a

BIOGRAPHICAL ANECDOTES
Humorous incidents described by proficient historical writer

6 Point 28 A 60 a

MUTUAL WELFARE CONSIDERED
Local business men formulate plans for definite improvement of section

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t u
v w x y z . , - ' : ; ! ?

Boston Breton Extra Condensed

12 Point 23 A 47 a

COUNTRY LANDSCAPE
Many outdoor pleasures benefited folks seeking relief from summer heat

10 Point 27 A 54 a

REMARKABLE DRAWING
Antique collector recently discovered rare sketches while going through field

8 Point 36 A 70 a

HANDSOME RESIDENCE OPENED
Beautiful apartment with modern improvements declared faultless by leading southwestern builder

6 Point 35 A 70 a

PUBLISHER CONGRATULATED EDITOR
Instructive publications and editorials conscientiously edited in accordance with the views of eminent orthoepist

24 Point 11 A 23 a

REMONSTRANCE
Banker entertains prominent painter

18 Point 15 A 31 a

MACHINE DESIGNED
Several distinguished interested mechanics

14 Point 20 A 42 a

ENTHUSIASTIC SOLDIER
Children listen attentively while professor described many thrilling adventures

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

72 Point 3 A 5 a

Neighbor

60 Point 4 A 6 a

Right Style

48 Point 6 A 10 a

DETHRONED
Honest Guide

42 Point 6 A 12 a

BURDENSOME
Explored North

36 Point 7 A 14 a

HEARD ORATOR
Marvelous Beach

30 Point 10 A 19 a

BURNED RECORDS
Distinguished Guest

Boston Breton

72 Point 3 A 4 a

Nut

60 Point 3 A 4 a

Sigh

48 Point 4 A 5 a

DINE
Hotel

42 Point 4 A 5 a

BUSH
Enfold

36 Point 4 A 7 a

HINGE
Mortify

30 Point 4 A 8 a

REGAIN
Dispatch

24 Point 5 A 10 a

ROUND
Capable
Knights

18 Point 8 A 15 a

EMPRISE
Horsemen
raced mile

14 Point 10 A 20 a

INVESTORS
Several men
will promote
copper stock

12 Point 14 A 28 a

RESOURCE
Noted artist
selected the
new singers

10 Point 14 A 30 a

SPRINGTIME
Boy wistfully
looking to the
meadowlands

8 Point 17 A 34 a

BRIGHT HELPER
Interesting drives
through highway
pleased merchant

6 Point 18 A 38 a

SPLENDID READER
Dramatic articulation
wins encomium from
enthusiastic listeners

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

Foster Series

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

84 Point carried in stock only at Foundry

12 Point 16 A 30 a

MERCHANDISE
Great stock being steadily imported will delight buyer

10 Point 18 A 37 a

HOUSE BUILDING
Rich dwellings show colonial architecture with graceful dignity

8 Point 22 A 44 a

ADMIRABLE SERVICE
Conveniently situated and recently constructed hotel makes satisfying home for folks seeking real comfort

6 Point 24 A 46 a

WONDERFUL INVESTMENT
Owning your home brings much peace and restfulness, enables one to cultivate friendships that last, and is generally profitable

30 Point 5 A 9 a

NOISE
Lighten

24 Point 6 A 11 a

HUMAN
Ordinary

18 Point 9 A 18 a

UNEARTH
Nice Spring

14 Point 13 A 25 a

PROVIDENT
Intelligent men render service

72 Point 3 A 4 a

Half

60 Point 3 A 4 a

SUN
Digit

48 Point 3 A 5 a

RIME
Maple

42 Point 3 A 6 a

HIRES
English

36 Point 4 A 7 a

NOTICE
Subjects

Roycroft Series

120 Point 3 A 3 a

Set

96 Point 3 A 3 a

Bud

72 Point 3 A 4 a

Nigh

60 Point 3 A 4 a

Deject

48 Point 3 A 6 a

Expend

42 Point 4 A 7 a

REIGNS

Multiply

36 Point 4 A 7 a

DEIGN

Sleight

30 Point 5 A 8 a

BOUGH

Mischief

24 Point 6 A 10 a

SOLDIER

Heptagon

18 Point 9 A 16 a

RESPOND

Boy scouts travel west

12 Point 15 A 28 a

REPRIMANDED

Leader displeased relates grievance

10 Point 16 A 30 a

SECURES GUIDE

Mining prospector approved methods

8 Point 18 A 40 a

HONORS MERCHANT

Distinguished gathering sought political statistics

Characters in Complete Font

A B C D E F G H I J

K L M M N O P Q R R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a a b c d e f g h h i

j k l m m n n o p q

r s t t u u v w x y z

fi fl The ct ſ ſh ſi ſl ſt

. , - ’ : ; ! ?

Character & made only for 8, 10, 12, 18 and 24 Point sizes

Clearface Gothic

12 Point 19 A 37 a

SUBURB GROWING
Quick development of beautiful section surprised residents

10 Point 22 A 43 a

DELIGHTFUL STUDIO
Local contracting firm erected fine structure for progressive artists

8 Point 25 A 48 a

REGISTERED TRADE MARK
Prudent lawyers generously rewarded by grateful clients for securing useful decision

6 Point 26 A 52 a

INDORSED MEMBERSHIP DRIVE
Energetic president of reputable athletic club gave honest opinion of method and praised fine work

24 Point 8 A 15 a

REMARKED
Doctor gave his approval

18 Point 12 A 22 a

MOVE BRIDGE
Engineer made fine reputation

14 Point 15 A 32 a

HISTORIC SCENES
Daring soldier told numerous exciting stories to audience

72 Point 3 A 4 a

Bush

60 Point 4 A 6 a

Drake

48 Point 5 A 8 a

HORNS
Ejected

42 Point 5 A 9 a

SKETCH
Ringbolt

36 Point 5 A 10 a

MOLDING
Deciphers

30 Point 6 A 12 a

BIG FIGURE
Notices Dial

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ’ : ; ! ?

Bold Antique

72 Point 3 A 4 a

Hat

60 Point 3 A 4 a

SON

Mile

48 Point 3 A 5 a

INKS

Bight

42 Point 4 A 5 a

REND

Gothic

36 Point 4 A 6 a

DRINK

Syringe

30 Point 4 A 8 a

NOISE

Repaid

24 Point 5 A 11 a

DESIGN

Burgher

18 Point 8 A 15 a

HEROISM

Sideboards

14 Point 11 A 23 a

MECHANICS

Gesticulation

12 Point 13 A 26 a

ENHANCED
Hunters find clear picture

10 Point 14 A 26 a

PURCHASER
Consider their yearly income

8 Point 17 A 35 a

ORDERS HOUSE
Modern bungalow gives owner many pleasant thoughts

6 Point 17 A 35 a

BARREN COUNTRY
Progressive business men investigate plan of eminent engineers for irrigating barren southeast territories

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z ff fi
fl ffi ffl . , - ' : ; ! ?

Bold Antique Condensed

12 Point 16 A 32 a

HECTOGRAPH
Inventors raise enough capital

10 Point 18 A 36 a

GUARD SAILING
Prodigy receives handsome watch

8 Point 20 A 42 a

BUILDERS PLEASED
Iron contractors hear interstate reportorial staff submit statistics

6 Point 22 A 46 a

CHERISHED MEMORIES
Several former townsmen pass holidays recollecting the childhood pranks and rambling over mountains to familiar swimming hole

30 Point 5 A 10 a

BINDER
Equality

24 Point 6 A 12 a

MEMOIRS
Defendant

18 Point 10 A 18 a

RESONANCE
Night Echoes

14 Point 14 A 29 a

SOUGHT HOME
Heroes Rejoiced

72 Point 3 A 4 a

Malt

60 Point 3 A 5 a

RAID
Night

48 Point 4 A 6 a

HINGE
Sexton

42 Point 4 A 8 a

DREAM
Budgets

36 Point 5 A 9 a

ENAMOR
Indicated

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
. , - ’ : ; ! ?

Michle Extra Condensed

120 Point 3 A 4 a

Spoilt

96 Point 3 A 4 a

Explain

84 Point 3 A 5 a

Doughty

72 Point 4 A 6 a

Birthright

60 Point 4 A 6 a

Metaphysic

48 Point 5 A 10 a

Heroic Guards

Characters in Complete Font

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

& $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m

n o p q r s t u v w x y z

ff fi fl ffi ffl . , - ’ : ; ! ?

42 Point 6 A 11 a

Recapitulate

36 Point 6 A 11 a

Strong Feeling

30 Point 8 A 16 a

PREPONDERANCE

Ultimate Decision

24 Point 11 A 21 a

ENCOURAGING SIGN

National Assemblage

18 Point 16 A 32 a

BENEVOLENT CHARACTER

Melodious Operas Revived

14 Point 22 A 43 a

HUMOROUS DEFINITION

Clever performer scores big success with playlet

12 Point 26 A 52 a

RESPONSIBLE AUTHORITIES

Municipality begins work on park boulevard for motorists

10 Point 26 A 53 a

FIRST ADVERTISING MAGAZINE

Retired journalist starts bright publication to increase interest in newer ideas of salesmanship

8 Point 33 A 63 a

BUSINESS ORGANIZATION EXPANDED

Large importing firm reports steadily increasing volume of business. Quite a few unfilled orders are still on hand

6 Point 34 A 68 a

HEROIC OFFICER SECURING PROMOTION

Courageous youth honored for remarkable example of bravery carried out under very difficult circumstances. Presented with a silver plaque in recognition of his exploit

MIEHLE EXTRA CONDENSED TITLE

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
. , - ’ : ; ! ?

14 Point 33 A

MANSION FURNISHED
BROADENED STREETS
PROBES DEPARTMENT

12 Point 35 A

INTERESTING BUILDINGS
GRAND RECEPTION GIVEN
NEWSPAPER ADVERTISER
JUDGE PROCURED LEASE

10 Point 40 A

DISTINGUISHED GATHERING
SEVERAL EXCITING STORIES
DEMONSTRATOR APPROVED
ERECTS MAGNIFICENT HOME

8 Point 45 A

CURIOUS ENTERPRISES THRIVED
FOUND IMPORTANT DOCUMENTS
PRAISED EXPERIENCED SCHOLAR
REVIEWED CHARMING SPECIMEN

6 Point 50 A

YOUNGSTER RECEIVED SPECIAL MENTION
HIGH SCHOOL GRADUATE STUDIED MUSIC
PROMINENT CITIZENS DEMANDED RIGHTS
BETTER RESULTS ACHIEVED BY FOREMAN

36 Point 10 A

REPRIMAND
MECHANICS

30 Point 14 A

SHAREHOLDER
CONSPICUOUS

24 Point 20 A

PROMOTED ISSUE
RICH PURCHASED
FOREIGNERS GAIN

18 Point 26 A

POPULAR IMPLEMENTS
ENTERTAINING PEOPLE
REMODEL STRUCTURES

96 Point 4 A

RINGS

84 Point 5 A

DRANK

72 Point 5 A

ENDURE

60 Point 5 A

KINGDOM
BROTHER

48 Point 7 A

MENAGERIE
SHAMROCK

MIEHLE EXTRA CONDENSED TITLE

THE WEATHER
Today, probably fair with rising temperature

RICHM

VOL. XVI. No. 265 RICHMOND, NE

BANKER GIVES MO

NEBRASKA CHILDREN GIVE MUSICAL TREAT

BIG CROWD ATTENDS BAND CONCERT AND PARK COMMUNITY SINGING

SCHOOLS OBSERVE NATIONAL MUSIC WEEK

The glad chiming of church bells and school children's voices uplifted in song ushered in Music Week, and every day there will be a series of lectures, recitals and concerts, professional and amateur, in which not only musicians and musical clubs will take part, but colleges, clubs, lodges, moving picture theatres, schools and welfare bodies such as the Salvation Army and Y. M. C. A., as well.

Several thousand children and adults gathered near the band stand in Garfield Park yesterday afternoon and sang the fine old hymns and patriotic songs with much vim. The Municipal Band played the accompaniments and Secretary Jay Henry Sexton of the Central Y. M. C. A.

Continued on Page Two

LIVELY BEE CAUSES AUTO MISHAP

A busy bee buzzed into a jitney bus recently and cost the owner thereof many dollars. The driver alleged he became confused and lost control of the wheel when the cute little insect approached him and the bus crashed into a telephone pole. Several of the passengers were injured, one of them severely. This woman was awarded $3000 damages by a jury, yesterday.

MAY DINE IN LONDON AND SLEEP IN PARIS

STARLIGHT AIR SERVICE PROVING VERY POPULAR

Special Cable from our London Correspondent

The night flying route between Paris and London is now in daily operation and marks a further step in the progress of aviation. The service has been fittingly named the Starlight Air Route and uses the most powerful type of machine. It now becomes possible to dine in the best part of London and then get a midnight supper on the hill of Mantemortre in the cheery French capital before retiring.

FAMED W ENCOUR WASHI

BRITISH STATESM

ADMINISTRATION MAKE PROPER PREPARATI

The Premier's sp he reviewed the G not changed in any the United States t situation in Russia minister's able add impressive vote of by the present Gov little disposition on the administration notice. In a nutshe review of what too his eloquent descri appalling condition belief in the necess the powers to some

RETURN OF PROSPERITY IS PREDICTED BY CREDIT MEN

PITY FOOLISH PESSIMISTS WHO ARE BEMOANING HARD TIMES AND DO NOTHING CONSTRUCTIVE

Speaking last night at the Steel Club banquet, Willard M. Stanley said that in the iron and steel business the volume of

TEXT SET IN CENTURY EXPANDED

DEPARTMENT STORE SALES REPOR

Department store sales during the past month were th recorded. They show a considerable advance over last ye may be somewhat accounted for by the lateness of Easte satisfactory showing when everything is taken into cons men's and women's clothing were substantially manufac

Miehle Extra Condensed

ribune

SPECIAL EXTRA

EMBER 21 — Two Cents Within City Limits, Three Cents Elsewhere — TWO CENTS

Halted Revelation

MUNICIPAL COUNCIL VOTES TO TABLE RESOLUTIONS SUBMITTED BY THE CITIZENS CALLING FOR RIGID INVESTIGATION OF OIL GRAFT CASE

Morgan Warns His Political Colleagues That Hasty Action Will Bring Trouble

ALDERMAN COSTELLO REMAINS UNMOVED

Indignant Citizens Plan Monster Meeting of Protest Against Arrogant Misuse of Authority

The Municipal Council, by a vote of 21 to 10, today tabled the citizens' resolution calling for a rigid investigation of the oil graft case. The excuse given was that the evidence thus far submitted was entirely too slim to warrant any further action on their part. Mayor Morgan made an effort during the morning session to break the ranks of the majority, but to no avail. His powerful deep-toned voice could be heard distinctly in every nook and corner of the big densely crowded council chamber. He pleaded with them and warned them that their records would have to stand a close inspection by the voters at the next great city election. But the wonderful influence of this great man could not stir Alderman Costello, municipal leader, or his political henchmen from their position. So great is the political power wielded by Alderman Costello that his every word is law.

Next Thursday evening Mayor Morgan has promised to address a meeting of the new Citizens' Party, formed to oppose the old Municipal Party now in power. Mayor Morgan and many prominent men at one time members of the old party have been loudly praised for the courageous manner

TO SEARCH FOR LOST TREASURE

MILLIONS of dollars in gold will be recovered from the secret depths of the great South Sea if the elaborate plans of Captain Manuel Anicosta and his daring crew prove successful. They are all veteran deep-sea divers besides being expert seamen and adventurers.

EIGHT HUGE BALLOONS CONTINUE IN BIG RACE

Some Reported Drifting Over Lake Michigan Others Headed Straight for Texas

SIX ARE FORCED TO DESCEND NEAR START

One, After Reaching Southern Part of Ontario from Milwaukee, Is Driven Back to Indiana

SOUTH BEND, September 20—Fourteen huge balloons started from here Monday afternoon in a race to decide who shall be America's representative at the next big balloon race in Paris. Only eight of them are still aloft and at last reports they were headed in eight different directions.

Captain Ronald Simons started out well and was being carried rapidly toward the southern part of Ontario, when the strong

ONUS BILL IES SENATE

diers' Guard of Honor Senator Brown

ION COVERING COST

crease Total Expenditure inance Committee

e Tribune
ber 20—Escorted by
e recruited from the
osts and veterans of
ator Brown delivers
ify the Senate Com-
will march from his
on Monday, when it
esent the bonus bill
re the Senate.
een for the bill to be
rably tomorrow, but
he veterans' organi-
ded to postpone the
resentation until all
d on Page 5

TIONS CUT N BANKERS

elegate Urges Repeal national Loans

for a demonstration
ected removal from
d for many weeks so
ntroversy and helps
tries to get ahead of

TEXT SET IN CENTURY OLDSTYLE

Latin Condensed No. 550

72 Point 4 A 6 a

Hydrate

60 Point 4 A 6 a

Relighted

48 Point 5 A 9 a

Neckerchief

36 Point 5 A 9 a

Bright Method

30 Point 7 A 11 a

Delightful Shade

24 Point 9 A 18 a

HONORS BOY SCOUT
Charitable Institution

18 Point 15 A 31 a

SPLENDID ACHIEVEMENTS
Educated Reporters Promoted

12 Point 21 A 42 a

SCENERY CHARMS MANY TOURISTS
Mountainous Country Inspired Artist

10 Point 23 A 46 a

DISTINGUISHED INVENTORS RECEIVED
Builders Gathered During Demonstration

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q
r s t u v w x y z . , - ' : ; ! ?

Latin Antique No. 520

24 Point 5 A 11 a

Reliable Sleuth

18 Point 8 A 18 a

Noble Child Arrived

14 Point 13 A 27 a

INSTRUCTED STUDENT
Society Gentlemen Helped

12 Point 13 A 29 a

BECOMING
Multiplicand

10 Point 14 A 29 a

RESTORING
Stylish Hotel

8 Point 15 A 32 a

DISTRIBUTED
Helpful Scholar

6 Point 16 A 37 a

KINDERGARTENS
Beautiful Children

5-on-6 and 30 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q
r s t u v w x y z . , - : ; ! ?

Antique No. 525

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ’ : ; ! ?

5½, 7, 9 and 42 Point carried in stock only at Foundry

36 Point 3 A 6 a

BIRDS
Epistle

30 Point 4 A 8 a

SINGER
Republic

24 Point 6 A 12 a

KINGDOMS
Native Child

18 Point 8 A 17 a

HEMISPHERE
Mighty Scholar

12 Point 14 A 30 a

SECURED CHARTER
Many organized miners travelled to convention

10 Point 16 A 35 a

PICTURESQUE SCENERY
Beautifully metamorphosed countryside attracts tourist

8 Point 18 A 38 a

HONORS ACCORDED SINGER
Distinguished gathering pleased by foreign vocalist seeking fame

6 Point 20 A 40 a

PROFESSOR STUDIED CONDITIONS
Several international problems solved by many prominent college instructors concerning political economies abroad

Antique No. 524

12 Point 14 A 29 a

RETIRED TEACHER
Given Happy Surprise

10 Point 16 A 35 a

INDUSTRIES PROGRESS
Dealers Indorse Movement

8 Point 18 A 38 a

PLEASING DESIGNS SHOWN
Sculptor Publicly Complimented

6 Point 20 A 44 a

PURCHASED NORTHERN HOMES
Officials Acquired Beautiful Residence

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p
q r s t u v w x y z . , - ’ : ; ! ?

5-on-6, 18, 20 and 24 Point carried in stock only at Foundry

Cushing Antique

36 Point 5 A 9 a

REGIME
Objection

30 Point 5 A 10 a

ENDURES
Superiority

24 Point 7 A 13 a

IMPORTING
Country Maid

18 Point 10 A 20 a

NOTED RIDERS
Grand Exhibition

14 Point 14 A 28 a

REQUIRE SERVICE
Demand Better Light

12 Point 16 A 32 a

INFORMED REPORTER
Sinister Methods Exposed

10 Point 18 A 38 a

PROTECTED DEPOSITORS
Dependable Banking System

8 Point 22 A 44 a

BUSINESS CONDITIONS IMPROVE
Unusually Large Dividends Expected

6 Point 24 A 48 a

WONDERFUL STEAMBOAT EXCURSION
Children Enjoyed Delightful Ocean Breezes

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ’ : ; ! ?

42, 48, 60 and 72 Point carried in stock only at Foundry



Inspiration

BEETHOVEN sought his inspiration in the woods; Whistler in the mystic darkness of night; Whitman absorbed from the poor the ideas that made him great

To such men—the musician, the painter, the poet—do we look for inspiration to guide us toward success. The poet may go to the stars for aid, or the sales manager to his advertiser, the thing which they seek is the same—ideas which will induce the world to look favorably upon their products. As the success of a poem often depends on its power to inspire the people who read it, just so does the success of some commercial products depend upon their power to inspire those who can be expected to buy them

BURD PRINTING HOUSE

HARRISON, MICHIGAN

AMERICAN BORDER ORPHIC SPOT

Post Monotone

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ?

The following Special Characters are put up with all fonts from 5 to 14 Point inclusive. They are sold in separate fonts from 18 to 36 Point inclusive

The of a h m n o u E)

36 Point 3 A 6 a

Magnet

30 Point 4 A 7 a

Hepatica

24 Point 5 A 9 a

SPENDING
Reportorial

18 Point 7 A 15 a

NIGHTMARE
Garden Swing

14 Point 9 A 19 a

PRIZED METHOD
Establishing Sales

12 Point 11 A 25 a

BRIGHT MERCHANT
Demonstrated Chairs

10 Point 12 A 25 a

LADIES RECOGNIZED
Organizations Grateful

8 Point 12 A 29 a

CHOIR SINGERS RETIRING
Appreciative vestrymen pay old artists substantial reward

6 Point 12 A 29 a

QUAINT MONMOUTH BEACH
Enthusiastic eastern vacationist praised complete arrangements

5-on-6 Point 14 A 32 a

EXHIBITED SUPERIOR METHODS
Conscientious printer demonstrated wonderful results obtained recently

Ionic No. 522

18 Point 9 A 16 a

HARMONIZING
Reported Method

12 Point 14 A 28 a

MODERN COMEDIANS
Display Rare Judgment

10 Point 16 A 34 a

BRINGS CHILDREN HOME
Noted Explorer Brought Zebra

8 Point 18 A 39 a

HELPED STUDIOUS COMPOSITOR
Editor Developing Educational System

6 Point 18 A 42 a

SERMON INTERESTED CHURCHMEN
Unfortunate Incident Spoiling Big Carnival

5 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X
Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p
q r s t u v w x y z ff fi fl ffi ffl
. , - ' : ; ! ?

VICTORIA ITALIC

24 Point No. 552 — 6 A

MIXER
BRACE

24 Point No. 553 — 9 A

STRONG
CHECKS

18 Point No. 552 — 9 A

KINDRED
REMINDS

12 Point No. 551 — 12 A

ENCLOSURE
SURVEYING

12 Point No. 552 — 16 A

DISTRIBUTION
GREAT PRIZES

12 Point No. 553 — 19 A

CONTINUED RUSH
WORK COMPLETED

12 Point No. 554 — 24 A

BEAUTIFUL BUILDING
ANTIQUE FURNITURE

6 Point No. 551 — 20 A

STOCKHOLDERS DELIGHTED
PROMINENT CORPORATION

6 Point No. 552 — 22 A

ENJOYS MIDNIGHT SERENADE
VENETIAN LANTERN GLOWING

6 Point No. 553 — 29 A

CONVENTION REPORTED PROGRESS
FOREIGN DELEGATIONS PONDERING

6 Point No. 554 — 30 A

REPRODUCING IMPORTANT MANUSCRIPT
COLLEGE REWARDS INGENIOUS PENMAN
INTERNATIONAL MECHANIC CONVINCED

CHARACTERS IN COMPLETE FONT

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?

Law Italic No. 520

14 Point — 13 A 26 a

BANKER DECEIVED
Relates Financial Crisis

12 Point — 16 A 32 a

SENSATIONAL DANCER
Instructors Approved Steps

10 Point — 17 A 40 a

MERCHANDISE RECOVERED
Importing Wholesalers Delighted

8 Point — 20 A 40 a

REMARKABLE PHOTOGRAPHS SHOWN
Hundreds Attended Despite Snowstorms

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p
q r s t u v w x y z ff fi fl ffi ffl
. , - ' : ; ! ?

Classified Advertising Faces

FREE—**The Book of Complete Information About Pianos**—This remarkable book, bound in cloth, contains 256 pages, including 24 handsome full-page color plates of pianos and players, shown so lifelike that you can almost picture the actual instruments before you. Period and art designs in fine mahogany, walnut and oak. It describes and illustrates every detail of construction, design and material, enabling you to **judge values before you buy.** A leading railroad president says, *everyone should have this book.* Write today for your copy of this valuable and interesting book of piano facts. **CHRISTOPHER G. HENDERSON, P. O. Box 28, Silverton, N. Y.**

4 Pt. Franklin Gothic 20 A 48 a

EVERY PROGRESSIVE EXECUTIVE SHOULD ADVERTISE IN HIS TRADE PAPER
Advertising Display Must Be Carefully Prepared If It Would Command Attention

4 Pt. Century Expanded 21 A 42 a

MODERN PRINTER BOUGHT HOUSES
Efficient Mechanic Builds Strong Chateau

4 Pt. Century Expanded Italic 22 A 44 a

SHREWD COMPOSITOR HONORED
Began Career Delivering Country Paper

LUMINOUS PAINT—**Make Your Watches, Clocks, Keyholes, Etc., Visible by Night**—The latest discovery in the scientific world. Hitherto practically unobtainable except at prices beyond reason, we have at last succeeded in producing this remarkable **Luminous Paint,** which applied to the surface of any article *emits rays of clear white light,* rendering it *perfectly visible* in the dark. **The darker the night, the more brilliantly it shines.** Quite simple to use. Anyone—You can do it. Send for it today. **Price 25c. Larger sizes, 50c and $1. BYRON M. CARLSON & CO., 29 Belleville Street, Chicago**

5 Pt. Clearface Bold 23 A 47 a

NEW IDEAS ARE MORE PRECIOUS THAN THE COSTLIEST DIAMONDS
Space Buyers Demand Distinctive Typography Without Sacrifice Of Readability

5 Pt. Century Expanded 23 A 45 a

HONEST CRAFTSMEN RETURN
Bought Magnificent Seashore Hotel

5 Pt. Century Expanded Italic 22 A 44 a

REPORTER DISCOVERS CLUE
Circumstantial Evidence Reviewed

EARN AT LEAST $50 A WEEK AS A NURSE
Learn nursing in spare time at home through the famous Bailey system. *Hundreds of our successful graduates* are enjoying good weekly salaries in this congenial and highly respected profession. When **Nearly Every Student Earns Money While Learning** there is no further excuse for your slaving away in some dingy office at less than half the salary of a trained nurse. The lesson sheets and books are written so that anyone may understand them. It will pay you to send for our booklet describing the easy payment plan **BAILEY SCHOOL OF NURSING, Box 21, North City**

5 Pt. Boldface No. 520 16 A 36 a

MORTGAGED NEW HOUSE
Son Demands Certified Check

5 Pt. Condensed Title No. 523 24 A 48 a

HIRING COMPETENT MECHANICIANS
International Race Begins Next Month

5 Pt. Roman No. 524 22 A 44 a

RETURNS FROM DANGEROUS SECTOR
Shrewd Correspondent Given Reception

5 Pt. Italic No. 524 22 A 44 a

BEAR CAUGHT NEAR JUNCTION
Delightful Excursion Around Islands

MAKE MONEY RAISING BELGIAN HARES!
This interesting book tells all about how to select, breed and manage Belgian Hares for profit. In fact, every known detail of this remunerative occupation is explained. Price **$1** postpaid.
Look Over Our List of Practical and Instructive Handbooks

The Practical Gardener..	$1.30	How to Raise Chickens..	$1.25
Electricity and Power...	1.40	Complete Radio Guide..	1.35
Scientific Cattle Raising.	1.65	Machinist's Handy Book.	1.40
Experimental Physics...	1.80	Hunting and Trapping...	1.65

DENMAN PUBLISHING CO., 14 Hoyt St., Dallas

5 Pt. Ionic No. 522 17 A 40 a

DESIGN OUTLINE BORDER
Bus Owner Started Homeward

5 Pt. Antique No. 526 22 A 42 a

UNIVERSITY CREW BANQUETED
Continental Trip Delayed President

5 Point Casion Lightface 22 A 43 a

SEAMEN EMBARKING FOR SOUTHERN SHORE TOMORROW MORNING
Expect Many Big Storms But Determination To Reach Goal Remains Unshaken

HERE IT IS! The Vibrator Problem Solved. You know that vibration means new life, health and beauty. You know it is also Nature's way to **banish pain** and to give you new **energy and vitality.** You may know all of this, but do you know that the big problem of science has been to devise a hand vibrator that would be satisfactory in every way? That problem has vanished. We have solved it. This wonderful **New Electric Pulsator is Guaranteed** to effect all the benefits made possible by this method of treatment. The first trial demonstrates that it is not an experiment but **a proven success.** Hundreds of doctors and trained nurses use it in daily practice to inject new strength into worn-out and tired persons. It is a wonderful instrument. **The Electric Pulsator** requires no connection with electric wires, it furnishes its own power. It is simple, compact, effective and cannot get out of order. *Send for our big catalogue.* **GORDON ELECTRIC CO., 2406 Hanson Street, Chicago**

5 Pt. Gothic No. 578 21 A 38 a

EXTRAORDINARY MECHANICS PRODUCED SATISFACTORY RESULTS
Prominent Manufacturer Complimented Inventor of Elaborate Contrivance

5 Pt. Condensed Gothic No. 10 28 A 55 a

DISTINGUISHED CONNOISSEUR PROCURED REMARKABLE REPRODUCTION OF FAMOUS PAINTING
Beautiful Masterpiece of Celebrated Landscape Artist Recently Discovered Creates Much Interest

5 Pt. Oldstyle No. 523 22 A 44 a

MYSTERIOUS MEN QUESTIONED
Novel Contrivances Receiving Approval

5 Pt. Oldstyle Italic No. 523 22 A 44 a

INITIATE HUMOROUS MEMBER
Recent Developments Impart Courage

BECOME AN ARTIST! ***Simple Rules of Drawing Very Easily Learned at Home***—If you have ever wished to be an artist here is the big opportunity that you have been waiting for. We have brought the principles of drawing right down to fundamentals. Through our wonderfully simple ***Home Study Course in Art*** countless men and women have become high-salaried artists. And you can too. *A few hours a week of your leisure time is all that is required.* All superfluous technique with false theory of other methods has been abolished. ***You enjoy studying*** —it is actually fascinating! In a short time you should be drawing *pictures you can sell.* Many of our students have gotten as high as $75 for a drawing before they had finished the course. Get into this field of opportunities. **DICKSON ART SCHOOL, *Carr Building*, Dayton, Ohio**

5 Pt. Franklin Gothic 22 A 46 a

EDUCATIONAL DIRECTORS ENDORSED NEW TRAINING METHODS
Clever Superintendent Inaugurated Highly Productive Study System

5 Pt. Franklin Gothic Italic 19 A 38 a

JUVENILE AUDIENCE REQUESTING ACROBATIC PERFORMANCE
Most Interesting Program Being Arranged To Amuse Little Children

5 Pt. Roman No. 527 20 A 40 a

MAGNIFICENT STRUCTURES
Several New Buildings Completed

5 Pt. Italic No. 527 20 A 40 a

ENCOURAGING REPORT HEARD
Real Estate Companies Made Profit

REAL SALARIES FOR PRODUCTION MANAGERS
Wonderful Opportunities For the Well-trained Man
Industry is literally combing the country for men who know how to pick the most efficient workers for the job, how to train them, how to organize for production so that the work will proceed smoothly and swiftly to completion, Methods in the more progressive shops have been vastly improved within the last few years. The old-time rule-of-thumb foreman is no longer sure of his job. A science of *modern foremanship* has been developed, based on the proved experience of the most practical production men in the country. Great strides have been taken in the *scientific selection* of men and in the effective cooperation of management and labor. A science of *personnel* management has been developed. Big concerns under Managers of Personnel are analyzing the fitness of individuals for particular or special tasks, supervising the training, organizing and conducting employee organizations, and in general seeing to it that a smooth-working system is in active operation. *For full information write* **GARDNER INSTITUTE, *Dept. 52-M*, St. Paul, Mass.**

5 Pt. Century Oldstyle Bold 20 A 40 a

DESIGNER WITH PRACTICAL IDEAS CAN BECOME EXECUTIVE
Gradual Advancement Offered Compositor Desiring Better Situation

5 Pt. Century Oldstyle Bold Italic 19 A 38 a

HUNDREDS ATTENDING TECHNICAL SCHOOLS OF PRINTING
Knowledge Brings Confidence And Satisfaction To Bright Students

4½ Pt. Century Expanded 19 A 38 a

REWARDED INDUSTRIOUS HELPERS
Diligent Mechanics Securing Recognition

4½ Pt. Century Expanded Italic 19 A 38 a

EXECUTIVE BOARD GIVEN PRIZE
Humorous Scholar Promptly Eliminated

AMERICAN TYPE FOUNDERS COMPANY

is the largest manufacturer in the world of Type,
Borders, Ornaments, Brass Rule, Brass Type, etc.,
as well as the most important dealer in

Job Type	Galvanized Galleys
Body Type	Zinc Galleys
Borders, Ornaments	Special Galleys
Spaces and Quads	Leads and Slugs
Cast Cuts	Copper Thin Spaces
Cast Initials	Electric Welded Chases
Brass Rule	Bright Steel Chases
Brass Corners	Radio Iron Surfaces
Brass Leads	Steel Furniture
Brass Slugs	Iron Furniture
Brass Galleys	

The above list comprises a few of the many
products sold by this Company to printers throughout the
world. The variety and extent of its manufactures
is not equaled by any other type foundry
and none can give better service



AMERICAN TYPE THE BEST IN ANY CASE

SET IN POST MONOTONE

Popular TYPEWRITER FACES

with Examples of Imitation Typewriter Printing

American Type Founders Company

This insert is printed on BLUE BISCAY WEDDING, plate finish
Basis 21½ x 33—76 lbs.
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.

American Type Founders Company

Type Founders

Selling Houses are Located in Many
Principal Cities

Dear Sir:

Practically every printing office is obliged to have in its composing room a variety of typewriter faces to meet the demand of its customers for circulars and typewriter letters. Many buyers of printing believe that for certain kinds of advertising, nothing can be more effective than the use of a typewriter face, whether printed through a ribbon to match a certain make of machine or printed directly from the type.

To enable the printer to make a selection that will meet practically every demand made upon him, we show in this section of the catalogue a wide variety of typewriter faces made in appropriate sizes. Some of the faces have been made to match the types used on the modern typewriting machines, and, when printed through ribbon or similar material, closely imitate the original.

The constantly increasing demand for typewriter letters and circulars, in both large and small quantities, leads us to believe that the printer will appreciate our effort to provide him with a variety of styles of typewriter faces that will meet his every requirement.

Very truly yours,

AMERICAN TYPE FOUNDERS COMPANY.

Letter set in 12 Point Smith-Premier Typewriter No. 2 Showing on page 530
Heading set in Garamond and Roundhand

Popular Typewriter Faces

12 Point New Model Remington Typewriter — 20 A 100 a

The safety movement, to be effective, must be kept continually before us, as is the case with advertising. You cannot place one advertisement and forever keep the merits of the product before the public. Neither will one "Safety Rule" forever keep us free from accident. The need for intelligent cooperative safety work is greater today than ever. Ten per cent

Characters in Complete Font—1/10 Inch Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefg
hijklmnopqrstuvwxyz.,-''":;!?()¯*@¢/%#

Fractions are fonted 1/4 1/2 3/4 1/8 3/8 5/8 7/8 and furnished separately

---

12 Point Silk Remington Typewriter — 20 A 100 a

Every intelligent traveler who travels with a purpose outlines his route, selects the places of interest which he desires to visit, and carefully apportions his time. If one is to traverse a certain area of territory in a given period, his movements should be guarded by forethought and method. Reading is mental traveling through regions far more various and with

Characters in Complete Font—1/10 Inch Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdef
ghijklmnopqrstuvwxyz.,-'":;!?()¯*@¢/%#

Fractions are fonted 1/4 1/2 3/4 1/8 3/8 5/8 7/8 and furnished separately

Special high period, comma, colon, semi-colon and apostrophe furnished to order

---

12 Point Silk Remington Underscored Typewriter (for use with Silk Remington) — 10 A 32 a

In order to maintain color harmony, and still retain beauty throughout, the advertisement must be planned. The copy and illustrations are to be created--not simply made to any size, but to fit a given space. This working plan is bound to simplify and reduce to a standard all work that may call for unusual and quick execution. Consider the minor details at every

Characters in Complete Font—1/10 Inch Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abc
defghijklmnopqrstuvwxyz.,-'":;!?

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered

NOTE.—The matrices for the Typewriter Faces shown on this page were cut to match closely the characters used on the typewriting machines represented. In order to get satisfactory results in matching, these types should be printed through silk or ribbon with ink made for the purpose. (See examples on pages 525, 526, 527 and 528.)

Popular Typewriter Faces

12 Point New Model Remington Typewriter No. 3 — 20 A 100 a

The choosing of a line of business which shall offer the greatest opportunities, and be of the most interest to you, lies with yourself. No other person can tell what you love to do. Some help there is, from those who can read character and fitness; but your own love is an outreaching toward accomplishment in the direction your Maker intended. Follow the inner lead and do that which comes to hand, as you lean toward your one

Characters in Complete Font—7 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdef
ghijklmnopqrstuvwxyz.,-'":;!?()¯¢/%#

---

10 Point New Model Elite Remington Typewriter — 20 A 100 a

Can you imagine a world without printing--a world without books, newspapers, magazines, or literature of any sort? Such a world would be well-nigh uninhabitable, for there would be no civilization as we know it. Without printing, the human race would very quickly go back to the days of clubs and skins. Has it occurred to you that printing is the sun of the human intellectual universe, and the newspapers are giant reflectors which collect and diffuse information to every quarter of the habitable globe. But it is the advertisement that transmutes this information into coin of

Characters in Complete Font—5⅞ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefgh
ijklmnopqrstuvwxyz.,-''":;!?()¯☆@¢/%#

Fractions are fonted $\frac{1}{4}\frac{1}{2}\frac{3}{4}\frac{1}{8}\frac{5}{8}\frac{7}{8}$ and furnished separately

---

12 Point New Model Underwood Typewriter — 20 A 100 a

One of the pleasures that has come to Europe and to America in the past is the revelation of the enormous interest to be found in Persian art and literature. The influence of this is seen in the theatre, with its scenery, dances and color schemes; in interior decoration, dress, illustrations; and in textile designs. Our collectors have yielded to the charms of Persian design in faience, textiles, rugs, woodwork.

Characters in Complete Font—1/10 Inch Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdef
ghijklmnopqrstuvwxyz.,-''":;!?()¯°*@¢/%#

Fractions are fonted $\frac{1}{4}\frac{1}{2}\frac{3}{4}\frac{1}{8}\frac{5}{8}\frac{7}{8}$ and furnished separately

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered

NOTE.—The matrices for the Typewriter Faces shown on this page were cut to match closely the characters used on the typewriting machines represented. In order to get satisfactory results in matching, these types should be printed through silk or ribbon with ink made for the purpose. (See examples on pages 525, 526, 527 and 528.)

Popular Typewriter Faces

12 Point New Model Smith-Premier Typewriter — 20 A 100 a

Industries are ingrained with the characters of their founders and directors. Products must partake of the characters in kind, quality and design, of the men responsible for them. Even the employees of organizations reflect the ambitions, ideals and methods of those who direct them. Because public information concerning the character and activities of a business increases and enlarges its success, a powerful institution devotes its vast resources to distribute

Characters in Complete Font—7¼ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdef
ghijklmnopqrstuvwxyz.,-'":;!?()@/%#

---

12 Point New Model Smith-Premier Typewriter No. 3 — 16 A 80 a

The secrets of the soul are published by every face. No one can deceive time, and no one can prevent time from displaying character. Progress requires this safeguard. The meeting of crises, the answers to adversity, the acceptance of victories, the appraisement of the present, the judgment of the past, and preparation for the future--all these enter into the structure of character. The habit of action based on numerous

Characters in Complete Font—8 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcde
fghijklmnopqrstuvwxyz.,-'":;!?()¯¢/%#

---

12 Point Victoria Underwood Typewriter — 20 A 100 a

A great many of our present-day commercial travelers can learn valuable lessons from successful business scouts of past decades. Many of these old-timers know what hard times really are. They had to make business where none existed. They knew how to sell goods to a merchant who did not want to buy. The writer is fortunate in having one of these veterans as a business associate and he is an old-timer in

Characters in Complete Font—7¼ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghi
jklmnopqrstuvwxyz.,-'":;!?()¯°*@¢/%#1/4 1/2 3/4

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered

NOTE.—The matrices for the Typewriter Faces shown on this page were cut to match closely the characters used on the typewriting machines represented. In order to get satisfactory results in matching, these types should be printed through silk or ribbon with ink made for the purpose. (See examples on pages 525, 526, 527 and 528.)

American Type Founders Company

TYPE FOUNDERS

Selling Houses Conveniently Located

Messrs. Avery Wiseman & Co.,
Prosperville, North America.

Gentlemen:

Imitation typewritten letters have come to occupy an important place in the industrial world of today, and every printer with business instinct should be prepared to take orders for this class of work. Many offices have found the production of imitation typewritten letters very profitable and have developed what has proved an almost independent business along this line. The accurately designed typewriter faces offered by the American Type Founders Company, in such wide variety, afford every printer the opportunity of engaging in the printing of imitation typewritten letters to whatever extent he chooses.

The type here shown, 12 Point New Model Smith-Premier, is designed to be printed through silk, crepe chiffon or regular ribbon cloth. By varying the quality and amount of cloth used an impression of any weight and character may be obtained. The ribbon cloth is heaviest, and gives most weight to the type face; crepe chiffon is lightest.

If addresses are to be filled in on the typewriter, have the stenographer of the firm for whom the work is to be done write a sample letter. Use this as a color sheet and have the pressman work on it, for the depth of color and the weight of the impression may easily be controlled on the press, while it is impossible to do this on the typewriter.

Very truly yours,

AMERICAN TYPE FOUNDERS COMPANY.

Letter set in 12 Point New Model Smith-Premier Typewriter Showing on page 524
Heading set in Typo Upright and Caslon Openface Title
Printed through Silk

American Type Founders Company

Printing Machinery of Every Description

Selling Houses Located in Most Large Cities

Mr. Live Printer and Binder,
Wherever Located, United States.

Dear Sir:

The Boston Wire Stitchers are gaining in popularity every day because they deliver the goods in an efficient manner. A printer or binder who takes time to investigate the merits of the Boston Wire Stitcher will not hesitate in deciding that this is the one machine that will best meet with all his stitching requirements. There is absolutely nothing complicated about this economical stitcher.

The Boston Wire Stitchers are so simple and easy to operate and to change from one wire to another that the young woman operator can attend to these details without the aid of a machinist. Simplicity and mechanical perfection was the one thought that the inventor of these machines kept in mind. Every little detail was worked out very carefully and was proved to the minutest particular before it was adopted. The result has been the production of perfection in wire stitching machines. The Bostons are in the satisfying class of machinery, and when once used will always be required.

The Boston Wire Stitchers are the favorite machines with operators everywhere. That this is true may be substantiated by investigating the kind of wire stitchers used in any large bindery. It will be found that the Boston has been adopted in preference to any other make of stitching machinery.

Our nearest Selling House will be pleased to send complete information and prices on request.

Yours for larger profits,

AMERICAN TYPE FOUNDERS COMPANY.

Letter set in 12 Point Silk Remington and Silk Remington Underscored Typewriter Showing on page 522
Heading set in Colwell Handletter and Colwell Handletter Italic
Printed through Silk

AMERICAN TYPE FOUNDERS COMPANY

Manufacturer of the *Kelly Press*

SELLING HOUSES IN MOST PRINCIPAL CITIES

The Ewell B. Gaynor Company,
Velvet Street, Speedwell.

Gentlemen:

The Kelly Automatic Job Press with the Extension Delivery is the greatest money-maker of them all. It is absolutely automatic, gives perfect register and unexcelled quality, at a speed of 3600 an hour. The Kelly is a half super-royal plus and is designed to print everything ordinarily printed on any half super-royal platen press, and does it more than three times as fast, at less wage cost, in less floor space, and of better quality.

The Kelly Automatic Feed comes closer to infallibility than any other automatic feed. An operator need not be tied to it. It is completely automatic, and may be changed in a minute to hand feed without changing the guides.

The Kelly Automatic Feed takes a more varied range of stock than any other automatic feeder. It takes onionskin folio, flat-lying gum papers, flimsy papers, antique-finish and cameo-finish papers, glazed papers and cardboard that will wrap around the cylinder, as well as all the regular grades. It is taking cut-out stock and tinfoil pasted on paper. It takes the bottom sheet of a lift as readily as the top sheet. It does not automatically feed envelopes, but takes them by hand-feed. It does not rub or smutch when feeding printed side up. It is simple and gives no trouble. To sum up: here is a machine which on long and short runs more than fills the field hitherto occupied by half super-royal job presses, with more than treble the output and better quality.

Yours for quality,

AMERICAN TYPE FOUNDERS COMPANY.

Letter set in 12 Point New Model Underwood Typewriter Showing on page 523
Heading set in Garamond and Garamond Italic Vanity Initial Modern Dash
Printed through Silk

American Type Founders Company

Type · Borders · Ornaments

SELLING HOUSES CONVENIENTLY LOCATED

Mr. Prophett C. Kerr,
Pleasant Avenue, Banksfield.

Dear Sir:

Two things are essential for reducing costs of composition to a minimum, namely, efficient equipment and effective routing of the work. A perfect layout of ineffective equipment does not benefit much--a perfect layout of a pressroom filled with obsolete slow presses will give a comparatively small gain in production. Printers have learned this lesson in their pressroom experience. They are now learning the same lesson in the composing rooms, for the larger part of the equipments in use in composing rooms are ineffective; they retard the work and are wasteful of space and of wage time. This also applies to most of the equipments offered for sale for use in composing rooms.

The first step toward greater economies in composing rooms is to avail oneself of the services of a production engineer of the American Type Founders Company, who will cooperate with you in increasing the productivity of your plant without increasing the wage costs. We have expert engineers whose sole work is to advise with our customers and make layouts of new plants and rearrange old plants or plants about to be moved into other premises. Hundreds of customers have been benefited by the work of our production engineers, yet no charge was made.

We maintain an Efficiency Department with its staff of production engineers for mutual benefit. We are interested in the profits of printers. Our prosperity depends upon theirs.

All that is necessary, if you are seriously interested in reducing the cost of production, and are ready to undertake the comparatively small expenditures which are usually necessary in effecting any sort of an improvement, is to apply to the nearest Selling House of the American Type Founders Company, the manager of which will arrange to give you the services or advice of one of our production engineers, who will furnish a layout where necessary or advise with your architect on the construction of a new building or the remodeling of an old one.

Yours for greater economies,

AMERICAN TYPE FOUNDERS COMPANY.

Letter set in 10 Point Elite Oliver Typewriter Showing on page 529
Heading set in Caslon Openface, Caslon Oldstyle No. 471 and Italic
Modern Flourish Modern Dash
Printed through Silk

This insert is printed on CERTIFICATE BOND
Made by the CROCKER-MCELWAIN COMPANY, Holyoke, Mass., in white and twelve colors, and in the usual commercial sizes and weights, nearly all of which may be had also in linen finish

POPULAR TYPEWRITER FACES

12 Point Oliver Printype — 20 A 100 a

The house-organ as a business institution is likely to receive a considerable impetus if newspaper publishers consistently follow their present tendency to check the flow of free publicity matter into their columns. As the newspaper tolerance of this nuisance diminishes--for an evil it has been declared to be by not only the publishers in their various associations but also by the American Association of Advertising Agencies--more and more of this matter will

Characters in Complete Font—7¼ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghi
jklmnopqrstuvwxyz.,-'":;!?()¯^=*@¢/%#

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12 Point Oliver Typewriter — 9 A 32 a

Even a little leak, when allowed to increase itself, soon grows into a surprising total, and the printing business has its share of insidious, though tiny, leaks. For example, every time the job compositor stops to alter the measure of his stick, when finishing one job and taking up a fresh one, he comes to a complete halt as a producer. It seems trifling, but it is not the ten seconds necessary to change his

Characters in Complete Font—7¼ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefgh
ijklmnopqrstuvwxyz.,-'":;!?()¯^=*@¢/%#

Fractions are fonted 1/4 1/2 3/4 1/8 3/8 5/8 7/8 and furnished separately

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10 Point Elite Oliver Typewriter — 9 A 42 a

Among the illustrious dynasties of master printers we place the Didot Family third in greatness, following only the Aldines and the Estiennes. The Didots at the present time are among the wealthier printers and publishers of France. During the two hundred years of the existence of their house the Didots have been progressively prosperous. Today their headquarters in Paris occupies the same spot on which in 1705 the first Didot learned the profession of printer. Their principal works are at Mesnil,

Characters in Complete Font—6 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghij
klmnopqrstuvwxyz.,-'":;!?()¯^=*@¢/%#

Special high period, comma and underscore furnished to order

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered

NOTE.—The matrices for the Typewriter Faces shown on this page were cut to match closely the characters used on the typewriting machines represented. In order to get satisfactory results in matching, these types should be printed through silk or ribbon with ink made for the purpose. (See examples on pages 525, 526, 527 and 528.)

Popular Typewriter Faces

12 Point Smith-Premier Typewriter No. 2 — 20 A 100 a

Many of us think of salesmen as people who are traveling around with sample kits. Instead, we are all salesmen every day of our lives, selling our own ideas, plans, energies and enthusiasm to those with whom we come in contact. Naturally we all admire in business the live and successful salesman--one who gets the business. A good salesman, beyond the fact that he must be intelligent, should be properly groomed, neatly dressed, clear spoken and polite in

Characters in Complete Font—7¼ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcde
fghijklmnopqrstuvwxyz.,-'":;!?()@/%#

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12 Point Underwood Typewriter — 8 A 34 a

Every single dollar spent for advertising by the man or organization who really knows what he or they are after will create increased traffic and reduce overhead sufficiently to more than repay the cost, and perhaps spell lower prices to the consumer. Greed, selfishness, ignorance and lack of courage are the principal stumbling blocks in the business careers of most of those who really have a meritorious article, fairly priced, and for which an enormous demand can

Characters in Complete Font—7¼ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghi
jklmnopqrstuvwxyz.,-'":;!?()¯*@¢/%#1/4 1/2 3/4

---

10 Point Elite Underwood Typewriter — 9 A 42 a

Much thought and much writing have been devoted to the layout man in the sales departments of printing establishments. His work of preparing dummies, etc., is principally an aid to sales; but rarely has the same thought been given to a system that would insure the production of the idea which is contained in the dummy and which has become fixed in the customer's mind. The office layout man is a necessity, but I offer a brief for a similar man in the composing room. It is too frequently assumed that one man can fill both positions from an office desk. It does not seem practicable to me, except in a rare instance where one combines artistic skill with typographic knowledge gained

Characters in Complete Font—6 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghi
jklmnopqrstuvwxyz.,-'":;!?()¯=°+*§@¢/%#

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered

Popular Typewriter Faces

12 Point Remington Typewriter No. 2 — 20 A 100 a

Undoubtedly a good many of the ordinary troubles of the proofreader may be overcome by common sense. It is equally true that many of them arise through failure of the same quality on the part of the employers. Employers and employees are alike in their lapses from plain and simple reasonableness. And in this they are like all other human beings. A fair and just employer will not be too arbitrary in matters that are properly open to argument, and his employee certainly should exchange

Characters in Complete Font—7 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefg
hijklmnopqrstuvwxyz..,,-'":;!?()¯/%#

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12 Point Ribbon-Face Typewriter (Cast on Original Line) — 15 A 60 a

Time was, and not so long ago, when the printer was not regarded seriously by business men generally. Or to modify this statement slightly, let us say that the commercial printer was not so regarded. And all the time this very same commercial printer was the logical man to develop one of the most valuable and efficient forms of advertising--the selling of goods direct by mail. In spite of the fact that he had a heavy investment in machinery and supplies, the com-

Characters in Complete Font—7¼ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdef
ghijklmnopqrstuvwxyz.,-'":;!?()¯/%#

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12 Point Standard Typewriter (Cast on Original Line) — 20 A 100 a

Every advertiser has at his command at least five of the different elements to help him tell his story in a most progressive and effective manner. They are above all--words, illustrations, color, type, border. These five elements are almost universally effective and generally available. Whether in Patagonia or Iceland, in India or Africa, wherever paper and type are to be found, these are the tools with which the advertiser must develop his markets and direct the

Characters in Complete Font—7¼ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdef
ghijklmnopqrstuvwxyz.,-'":;!?()-/%#

Fractions are fonted 1/4 1/2 3/4 1/8 3/8 5/8 7/8 1/3 2/3 and furnished separately

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered

Popular Typewriter Faces

6 Point American Typewriter — 28 A 85 a

It is a wise printer who keeps right on advertising his business, whether his printing shop is dull or busy. As one of the great advertising concerns declares, keeping everlastingly at it brings success. Printers in general may learn much about the science of building business by studying the selling methods of the nationally known printing firms. Note that these firms are continually sending out first-class advertising literature to both their customers and to their prospective customers and are receiving many inquiries which otherwise might never have been

Characters in Complete Font—4 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnop
qrstuvwxyz.,-''":;!?()¯*@¢/%#

Fractions are fonted ¼½¾⅛⅜⅝⅞ and furnished separately

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10 Point American Typewriter (Cast on Original Line) — 20 A 100 a

The value of the first impression is well known to all. Your desire to have your business presented to your customers in its true light is reflected in the selection of your office building, your office furniture--in many ways--but no way so surely as an attractive entrance to your place of business. Many times

Characters in Complete Font—6 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnop
qrstuvwxyz.,-'":;!?()¯*@¢/%#

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6 Point Reproducing Typewriter — 20 A 78 a

Reading is mental traveling through regions far more various and attractive than any which the longest routes of terrestrial journeyings afford. The tourist annihilates space, the reader destroys both space and time. The world of thought and action is spread out before him, and his greatest difficulty is apt to be that he does not know how to traverse it. He wastes his time in short and unprofitable excursions when he might be taking account of the Antipodes. Many people expend in desultory reading

Characters in Complete Font—4½ Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnop
qrstuvwxyz.,-''":;!?()¯/%#

Fractions are fonted $^{1}_{4}$ $^{1}_{2}$ $^{3}_{4}$ $^{1}_{8}$ $^{3}_{8}$ $^{5}_{8}$ $^{7}_{8}$ $^{1}_{3}$ $^{2}_{3}$ and furnished separately

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8 Point Reproducing Typewriter — 18 A 65 a

There are very few really good all-round printers. One printer is clever at brass rule work; another is fast on straight work; another is a good stone-hand; another is not so good at these lines, but has cleaner proofs than any of the others—and yet not one of them knows anything about presswork. Then, among pressmen—one is good on job presses; another is good on cylinder cut

Characters in Complete Font—5 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnop
qrstuvwxyz.,-''":;!?()¯/%#

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10 Point Reproducing Typewriter — 15 A 52 a

Bankers, economists and industrial leaders seem to agree that sane, normal and healthy prosperity is ahead. The necessity for justifying the vast difference between what the farmer receives for his crops and what he has to pay for supplies is the main problem of the agricultural districts; but a general feeling is

Characters in Complete Font—6 Point Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ&$1234567890abcdefghijklmnop
qrstuvwxyz.,-''":;!?()¯/%#

Justifiers for all typewriter faces are put up in 1-pound and 5-pound fonts and furnished only when specially ordered

Body Type

Modern & Oldstyle Romans

Showing the Popular Type Faces for Newspaper, Booklet and Catalogue Composition



American Type Founders Company

This insert is printed on BLUE BISCAY WEDDING, plate finish
Basis 21½x33—76 lbs.
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.

OLDSTYLE ROMAN
AND MODERN ROMAN
Body Type Section

Announcement

IN THIS SECTION of this book is shown a wide variety of the Oldstyle Romans and the Modern Romans, for many years designated by the type founders and printers as body type. The selection represents the recognized standard faces that should be used in newspaper, magazine, catalogue and schoolbook composition, when first-class work is desired. It is not possible to obtain equally good results in printing where any other method of composition is used, a fact admitted by most printers and publishers and buyers of good printing. There are also shown in this book many other type faces of weight and design suitable for catalogues, booklets, etc. Many of these have been produced recently and are generally made in complete series, usually in sizes from six point to seventy-two point, and therefore designated as job type. In most cases the characters in fonts of both the body type and job type series are shown in the job type section of the book

American Type Founders Company

OLDSTYLE ROMAN BODY TYPE

CENTURY CATALOGUE

SIX POINT CENTURY CATALOGUE

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to the world's treasure of knowledge and ideas. Printing, in addition to its cultural power, has become the most influential force in commerce; the best means of bringing sellers and buyers together. Beginning with Columbus, who found the philosophical theory of a round world printed in a book and became immortal by proving the theory to be a fact, a newer and greater world was discovered, chiefly through incentive found in printed books. The literature of overseas exploration begins with the narrative of Columbus, quickly printed in several countries, stirring men and rulers of men to similar adventures. With discovery came trade. With the introduction of power-driven factories came the necessity for wider markets, too extensive to control by word of mouth. Printing was gradually found to be the most economical and effective sales agency, and the printer thus became premier in the cabinet of King Commerce. Manufacturers greatly flourish who rarely come in contact with a user of their wares, which have been introduced to the buyers by the work of the printers. As the right hand of commerce printing has an illimitable field of usefulness. *Not every printer realizes the potency of printing as an educative force, culturally or commercially. Neither does every printer appreciate the remarkable labor-saving qualities of such printed utilities as tickets, blank forms, and the like. Advertising power*

EIGHT POINT CENTURY CATALOGUE

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to the world's treasure of knowledge and ideas. Printing, in addition to its cultural power, has become the most influential force in commerce; the best means of bringing sellers and buyers together. Beginning with Columbus, who found the philosophical theory of a round world printed *in a book and became immortal by proving the theory to be a fact, a newer and greater world was discovered, chiefly through incentive found in printed books. The literature of overseas exploration begins with the*

TEN POINT CENTURY CATALOGUE

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. *The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may*

Partly opened with two point leads

For complete showings see page 210

OLDSTYLE ROMAN BODY TYPE

CENTURY CATALOGUE

TWELVE POINT CENTURY CATALOGUE

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most im*portant invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless*

FOURTEEN POINT CENTURY CATALOGUE

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention *of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important inven-*

EIGHTEEN POINT CENTURY CATALOGUE

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may *open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most*

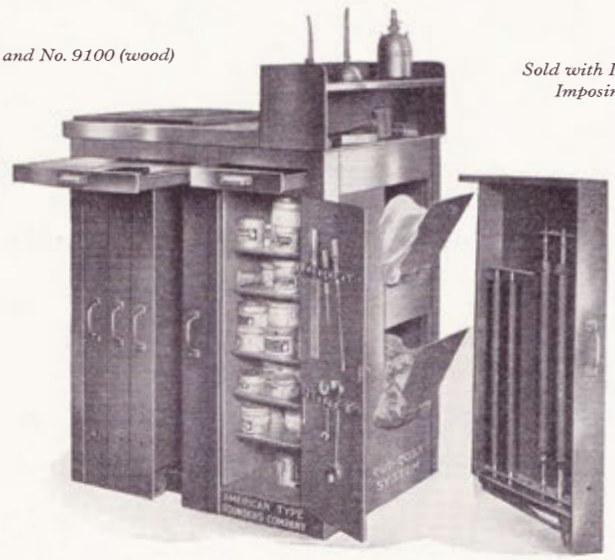
Partly opened with two point leads

For complete showings see page 210

CUT-COST PLATEN PRESSROOM CABINET

No. 530 (steel) and No. 9100 (wood)

Sold with Iron or Marble Imposing Surface



CAPACITY: 30 Rollers, length 31½ in. (length of Kelly Press roller stocks) and all shorter lengths, in adjustable racks; ample assortment of *Opened Inks* on adjustable shelves; an Imposing Surface, 26¼x27¾ in. (iron) or 22¾x26 in. (marble); a large removable Ink Mixing Tray, protected from dust; a Drawer and two Racks for Pressman's Tools; Bin for Mallets, Planers, Brushes, etc.; Shelf for Oil Cans and Cleansers; and two fireproof Bins for Clean and Semi-Clean Rags. This 100 per cent efficient, compact Cut-Cost Platen Pressroom Cabinet occupies a floor area of only 28x35 in. It opens on one side and one end only, and may be placed in a corner or at an end of a stock table used in connection with platen press or with the Kelly Press. It brings all appliances and materials close to the pressmen, holding everything required by platen or Kelly pressmen, except make-ready paper and job tickets, items which could not with safety be kept in a cabinet holding inks and oils. It provides an imposing table on which changes may be made in forms, and for leveling and correcting them.

American Cut-Cost Equipments certainly do increase the productivity of each platen in the pressroom

Spring Semester

JUDITH GORDON SEMINARY

HELEN BURSON BROWNE
Principal

Under the super
Board of Higher E
State of Verm

ANTIQUE ORNAMENT

CRAFTSMANSHIP

do my best. Printing is the poor man's art and the door of her temple is opened wide to even the humblest. From her shrines come marvelous messengers that take men's desires and hopes and dress them with the glorious raiment of victory

ACORN PRESS
NEWPORT

JUDITH GORDON SEMINARY

Decorative Art Course

Advanced Classes in Applied Design

BEGINNING with blackboard drawing the course embraces black and white work, simple color work and patterns for applied design. Then follows color work from nature, charcoal and pastel outlines from life and the antique, pen and ink sketches. Advanced classes in applied design for metals and fabrics will be available for qualified students. A study of the history of art is featured with special reference to preparation for European travel. Modern lantern slides and motion pictures are used to illustrate the subject and students are

Page eleven

Century Catalogue

Augmenting a Popular Family

An extremely legible face designed for fine catalogue and booklet printing. Its uniform tone and fine contour make it a useful letter for various other jobs

AMERICAN TYPE FOUNDERS COMPANY

OLDSTYLE ROMAN BODY TYPE

CENTURY OLDSTYLE

SIX POINT CENTURY OLDSTYLE

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to the world's treasure of knowledge and ideas. Printing, in addition to its cultural power, has become the most influential force in commerce; the best means of bringing sellers and buyers together. Beginning with Columbus, who found the philosophical theory of a round world printed in a book and became immortal by proving the theory to be a fact, a newer and greater world was discovered, chiefly through incentive found in printed books. The literature of overseas exploration begins with the narrative of Columbus, quickly printed in several countries, stirring men and rulers of men to similar adventures. With discovery came trade. With the introduction of power-driven factories came the necessity for wider markets, too extensive to control by word of mouth. Printing was gradually found to be the most economical and effective sales agency, and the printer thus became premier in the cabinet of King Commerce. Manufacturers greatly flourish who rarely come in contact *with a user of their wares, which have been introduced to the buyers by the work of the printers. As the right hand of commerce printing has an illimitable field of usefulness. Not every printer realizes the potency of printing as an educative force, culturally*

EIGHT POINT CENTURY OLDSTYLE

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is a creature of the books he has read, fortunate if he may add a little to the world's treasure of knowledge and ideas. Printing, in addition to its cultural power, has become the most influential force in commerce; the best means of bringing sellers and buyers together. Beginning with Columbus, who *found the philosophical theory of a round world printed in a book and became immortal by proving the theory to be a fact, a newer and greater world was discovered, chiefly through incentive found in printed books. The litera-*

NINE POINT CENTURY OLDSTYLE

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention.

By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution *from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to the world's treasure of knowledge and ideas. Printing, in addition to its cultural*

Partly opened with two point leads

For complete showings see pages 192 and 193

OLDSTYLE ROMAN BODY TYPE

CENTURY OLDSTYLE

Carlton Mining Company 7

THE PROPERTY

HIGH up among the mountains outside Bennett City is situated the huge gold mine of the Carlton Mining Company. It is reached by a long winding road running out from the city. The railroad is about twenty miles north of the mine on this same road. There is plenty of timber, and enough water for all mining and milling purposes; climate is extremely mild, and work can be carried on throughout the year. This section of the State is well known as being one of the very best mining districts in this great country. In spite of the fact that billions in gold has been mined during the last sixty years from the gold fields of the "forty-niners," not one single dollar of promotion money was ever used. Another noted peculiarity is the fact that these same fields, the surface of which gave over two billion dollars' worth of gold from 1849 to 1878, are now keeping this big State second in the production of gold. Still another odd peculiarity is the fact that the

Eight point opened with three point leads

The Garden's Message

Within my garden, hedged around
With many a fragrant flower, is found,
When summer spreads her azure skies,
A host of brilliant butterflies.

I know not how each rover brings
So much of beauty on his wings;
I only know the dark cocoon
Once hid this joyousness of June.

Such wondrous grace is there, it seems
More like the witchery of dreams;
My eyes behold, yet I am slow
To sense the transcendental glow.

But since these things I see are true,
May not some realm I journey to
Be my all-beauteous life, while this
Is but the cruder chrysalis?

—NIXON WATERMAN

MAGAZINE 29

The People of the Great Desert

BY HENRY RUTHERFORD

YOUTHFUL dreams and the desert sky pierced by myriads of stars, like the shining points of sheiks' swords. My young friend and I, driving from the city miles and miles, suddenly came upon a Bedouin camp. It had not been there the day before; it would probably not be there a week later. The black bulk of the tents rose from the sand like deep shadows. In the foreground was a glowing fire, about which sat huddled figures. But it was by a tent to the right that our gaze was caught and held. It must have been the women's tent. Within, close to the doorway, we could see dim shapes. Outside, an Arab who played a sort of lute, was singing love ballads. His voice, the usual Arab voice, was hardly musical; but we forgot the fact in the melody of his songs and the bewitching beauty of the night. Which one of those listening women, I wondered, knew that the songs were for her? This was not only my first glimpse of the magic, the beauty and the mystery of the desert, but also of the

VANITY INITIAL

Ten point opened with three point leads

OLDSTYLE ROMAN BODY TYPE

CENTURY OLDSTYLE

TEN POINT CENTURY OLDSTYLE NO. 2

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was *freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimi-*

TEN POINT CENTURY OLDSTYLE

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ELEVEN POINT CENTURY OLDSTYLE

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Partly opened with two point leads

For complete showings see pages 192 and 193

OLDSTYLE ROMAN BODY TYPE

CENTURY OLDSTYLE

TWELVE POINT CENTURY OLDSTYLE

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that *writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of bar-*

FOURTEEN POINT CENTURY OLDSTYLE

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Partly opened with two point leads

For complete showings see pages 192 and 193

OLDSTYLE ROMAN BODY TYPE

Cast on Original Line

CASLON OLDSTYLE NO. 471

SIX POINT CASLON OLDSTYLE NO. 471

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EIGHT POINT CASLON OLDSTYLE NO. 471

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ELEVEN POINT CASLON OLDSTYLE NO. 471

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Partly opened with one point leads

For complete showings see pages 130 and 131

OLDSTYLE ROMAN BODY TYPE

CASLON OLDSTYLE NO. 471

Cast on Original Line

TWELVE POINT CASLON OLDSTYLE NO. 471

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that *invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention,*

FOURTEEN POINT CASLON OLDSTYLE NO. 471

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Partly opened with one point leads

For complete showings see pages 130 and 131

OLDSTYLE ROMAN BODY TYPE

CASLON NO. 540

SIX POINT CASLON NO. 540

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a *little to the world's treasure of knowledge and ideas. Printing, in addition to its cultural power, has become the most influential force in commerce; the best*

EIGHT POINT CASLON NO. 540

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive in*telligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and inven-*

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Partly opened with two point leads

For complete showings see pages 138 and 139

OLDSTYLE ROMAN BODY TYPE

CASLON NO. 540

TWELVE POINT CASLON NO. 540

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-*saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate*

FOURTEEN POINT CASLON NO. 540

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Partly opened with two point leads

For complete showings see pages 138 and 139

OLDSTYLE ROMAN BODY TYPE

Formerly Recut Caslon No. 586

RECUT CASLON

SIX POINT RECUT CASLON

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every *book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a*

EIGHT POINT RECUT CASLON

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Partly opened with two point leads



TORY ORNAMENT TORY INITIAL

WORK OF JOSEPH MORDINE DELIGHTS THE CRITICS

THE recent exhibit of the work of Joseph Mordine at the City Galleries in Dayton brought forth much favorable comment from noted critics. His canvases have been exhibited in nearly every great art gallery in this country. While his production of fine paintings was not large, America is fortunate in having as much as it has from his brush. We have had no artist who excelled him in seeming to catch in his pictures the true spirit of his subject. Mordine had very little to do with the story-telling in his best pictures; his concern was to convey to others the noble emotions their creation stirred within himself. Throughout the years of his greatest accomplishments he adhered rigidly to the fine technique acquired in his youth. During his whole busy career he was interested in studying natural history and this accounts for some of

For complete showings see pages 162 and 163

OLDSTYLE ROMAN BODY TYPE

RECUT CASLON

Formerly Recut Caslon No. 586

TWELVE POINT RECUT CASLON

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FOURTEEN POINT RECUT CASLON

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Partly opened with two point leads

For complete showings see pages 162 and 163

OLDSTYLE ROMAN BODY TYPE

RONALDSON OLDSTYLE NO. 551

SIX POINT RONALDSON OLDSTYLE NO. 551

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. *By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbar-*

SEVEN POINT RONALDSON OLDSTYLE NO. 551

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books *before the invention of printing, but let it be remembered that typography is merely time-saving inscrib-*

EIGHT POINT RONALDSON OLDSTYLE NO. 551

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NINE POINT RONALDSON OLDSTYLE NO. 551

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. *Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occu-*

TEN POINT RONALDSON OLDSTYLE NO. 551

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth.

Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most *important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge*

ELEVEN POINT RONALDSON OLDSTYLE NO. 551

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important inven*tion. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive*

Partly opened with two point leads

OLDSTYLE ROMAN BODY TYPE

RONALDSON OLDSTYLE NO. 551

TWELVE POINT RONALDSON OLDSTYLE NO. 551

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is *man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into*

FOURTEEN POINT RONALDSON OLDSTYLE NO. 551

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EIGHTEEN POINT RONALDSON OLDSTYLE NO. 551

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Partly opened with two point leads

No Italic made for 14 and 18 point

OLDSTYLE ROMAN BODY TYPE

OLDSTYLE No. 583

SIX POINT OLDSTYLE No. 583

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth.

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EIGHT POINT OLDSTYLE No. 583

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most im*portant invention. By that invention humanity was advanced from a limited instinctive intelli-*

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ELEVEN POINT OLDSTYLE No. 583

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character.

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Partly opened with two point leads

OLDSTYLE ROMAN BODY TYPE

OLDSTYLE No. 550

SIX POINT OLDSTYLE No. 550

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. *By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of*

SEVEN POINT OLDSTYLE No. 550

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before *the invention of printing, but let it be remembered that typography is merely time-saving inscribing,*

EIGHT POINT OLDSTYLE No. 550

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NINE POINT OLDSTYLE No. 550

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. *Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occu-*

TEN POINT OLDSTYLE No. 550

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ELEVEN POINT OLDSTYLE No. 550

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Partly opened with two point leads

MODERN ROMAN BODY TYPE

CENTURY EXPANDED

FOUR POINT CENTURY EXPANDED

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that

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FOUR AND ONE-HALF POINT CENTURY EXPANDED

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing

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CENTURY EXPANDED

A TYPE WITHOUT HAIRLINES

Unsurpassed for use in textbooks, directories, catalogues and commercial work in general

AMERICAN TYPE FOUNDERS COMPANY, *Maker*

FIVE POINT CENTURY EXPANDED

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the print-

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Partly opened with two point leads

FIVE AND ONE-HALF POINT CENTURY EXPANDED

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For complete showings see pages 204 and 205

MODERN ROMAN BODY TYPE

CENTURY EXPANDED

SIX POINT CENTURY EXPANDED

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the

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CENTURY EXPANDED

A TYPE WITHOUT HAIRLINES

An attractive design that instantly commends itself for its clearness, symmetry and dignity

AMERICAN TYPE FOUNDERS COMPANY, *Maker*

SEVEN POINT CENTURY EXPANDED

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited in-

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Partly opened with two point leads

For complete showings see pages 204 and 205

MODERN ROMAN BODY TYPE

CENTURY EXPANDED

EIGHT POINT CENTURY EXPANDED

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CENTURY EXPANDED

A TYPE WITHOUT HAIRLINES

The favorite face for newspapers and periodicals where a legible and easily set type is desirable

AMERICAN TYPE FOUNDERS COMPANY, *Maker*

NINE POINT CENTURY EXPANDED

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. *Every author is the creature of the books he has read, fortunate if he may add a little to the world's treasure of knowledge and ideas. Printing, in addition to its cultural power,*

Partly opened with two point leads

For complete showings see pages 204 and 205

MODERN ROMAN BODY TYPE

CENTURY EXPANDED

THE WEATHER
Today, probably snow with rather higher temperature

The Dail

VOL. XLV. No. 4 WEDNESDAY, JANUARY

AMBASSADOR ASSERTS THAT COUNTRY HAS MODEST AIMS

Declares Nation Simply Wants to Resume Its Prewar Standing

NOT MILITARISTIC, HE DECLARES

Envoy Tells University That American Views Rarely Differ From Theirs

NEW YORK, January 5.—The actions of one of the leading European nations with respect to reparations, its army, and its participation in the conference, were defended by its envoy at the banquet of the Travel Club, last night.

The speaker denied most vehemently that his country was militaristic, and declared they had been more lenient with their adversaries than the latter had been with them when the situation was reversed, and asserted that the ambitions of his compatriots in the conference were modest and aimed only at regaining the position held previously to the late conflict.

The subject of trade was also touched upon and assurances were given that this country had little to fear from them in that direction because their products are not so very cheap and they do not generally compete with ours. Each country conformed to its own bent and obeying its own interest followed somewhat different lines which seldom conflicted.

Taking up the much discussed question of reparations, he said that some people believe that as victors their demands were too heavy and asked if they could not show more mercy. His country wished she could but somebody must pay for the reconstruction of all ruined areas and naturally it must be done by those responsible for them.

He said the nation was not a militaristic one and is not maintaining an enormous army. In fact, he asserted, year by year it is steadily decreasing in size. Military service has been reduced to eighteen months and will soon be one year, if no untoward event interferes.

As the country is normally a thrifty one, it spends considerably less for its defense than

Continued on Page Four

APPLE GROWERS PROSPER

Canadian Packing Houses Constructed to Care for Increased Fruit Production

Apple growers in parts of British Columbia are experiencing high prosperity. Increased production from several thousand commercial orchards has resulted in the construction of a large number of packing houses adequately

GOOD MORNING!

Good Morning, Brother Sunshine;
Good Morning, Sister Song;
I beg your humble pardon
If you've waited very long.
I thought I heard you rapping;
To shut you out were sin;
My heart is standing open—
Won't you walk right in?

Good Morning, Brother Gladness;
Good Morning, Sister Smile;
They told me you were coming,
So I waited for awhile.
I'm lonesome here without you;
A weary while it's been;
My heart is standing open—
Won't you walk right in?

Good Morning, Brother Kindness;
Good Morning, Sister Cheer;
I heard you were out calling,
So I waited for you here.
Some way I keep forgetting
I have to toil and spin
When you are my companions—
Won't you walk right in?

J. W. FOLEY, *New York Sun*

RISE OF THE HUMBLE CORNCOB

According to recent reports, chemists have practically solved the problem of turning the most useless American product into the most rapidly disappearing American product. That is, they have made corncobs into a motor fuel and have named this unique product furfural.

BUSINESS STRON

Building Revival Account of L

CHICAGO, January 5 unless all the indicati conditions are to rece reviving by a further corn. With the larges raised in the United S of the market has bee of late, sentiment has side, and some of them been larger buyers th connected with some hogs selling at over $ cents per bushel in co the West in recoverin

The statement of th leading mail order ho shortly is sure to brin business than was sho improvements in volu with last year's prices lines of various comm and some other impor grade, with prospects ment. Building opera a fairly large scale an thing that prevents a inability to find suffici the place of men who total of all commoditi

ENCOURAGI FROM RE

Statistical Departm Company Gives C

The span of human United States is stead lengthening notwiths threescore years and reported by the statis of perhaps the larges corporations that the increase of two and th in the life span in the and that the duration

PANEL BORDER

MODERN ROMAN BODY TYPE

CENTURY EXPANDED

TEN POINT CENTURY EXPANDED NO. 2

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was *freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils*

TEN POINT CENTURY EXPANDED

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and *invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the*

ELEVEN POINT CENTURY EXPANDED

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. *Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in*

Partly opened with two point leads

For complete showings see pages 204 and 205

CENTURY EXPANDED

TWELVE POINT CENTURY EXPANDED

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that *typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced*

FOURTEEN POINT CENTURY EXPANDED

Matchless in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The *most influential product of the printing art is books. There were countless books before the invention of printing, but let*

EIGHTEEN POINT CENTURY EXPANDED

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Partly opened with two point leads

For complete showings see pages 204 and 205

MODERN ROMAN BODY TYPE

SCOTCH ROMAN

SIX POINT SCOTCH ROMAN

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils *how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the*

EIGHT POINT SCOTCH ROMAN

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ELEVEN POINT SCOTCH ROMAN

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books.

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Partly opened with two point leads

For complete showings see pages 252 and 253

MODERN ROMAN BODY TYPE

SCOTCH ROMAN

TWELVE POINT SCOTCH ROMAN

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced *from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and ad-*

FOURTEEN POINT SCOTCH ROMAN

Matchless in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential prod*uct of the printing art is books. There were countless books before the invention of printing, but let it be remembered that*

EIGHTEEN POINT SCOTCH ROMAN

Matchless in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvel*ous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest*

Partly opened with two point leads

For complete showings see pages 252 and 253

MODERN ROMAN BODY TYPE

HARRIS ROMAN

FIVE POINT HARRIS ROMAN

Matchless in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to the world's treasure of knowledge and ideas. Printing, in addition to its cultural *power, has become the most influential force in commerce; the best means of bringing sellers and buyers together. Beginning*

SIX POINT HARRIS ROMAN

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues *of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and*

EIGHT POINT HARRIS ROMAN

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NINE POINT HARRIS ROMAN

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be *remembered that typography is merely time-saving inscribing, and that writing is man's*

TEN POINT HARRIS ROMAN

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate *facts and ideas and inspiration treasured in printed books. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate*

Partly opened with two point leads

For complete showings see pages 316 and 317

MODERN ROMAN BODY TYPE

HARRIS ROMAN

TWELVE POINT HARRIS ROMAN

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that *writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of bar-*

FOURTEEN POINT HARRIS ROMAN

Matchless in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the *printing art is books. There were countless books before the invention of printing, but let it be remembered that typogra-*

EIGHTEEN POINT HARRIS ROMAN

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Partly opened with two point leads

For complete showings see pages 516 and 517

MODERN ROMAN BODY TYPE

BODONI BOOK

SIX POINT BODONI BOOK

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influ-

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EIGHT POINT BODONI BOOK

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired

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TEN POINT BODONI BOOK

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TWELVE POINT BODONI BOOK

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound

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Partly opened with one point leads

For complete showings see pages 54 and 55

MODERN ROMAN BODY TYPE

Bodoni Book

Fourteen Point Bodoni Book

MATCHLESS in power among the arts of men is our art of Printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing *illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate*

Eighteen Point Bodoni Book

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, *into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation*

MODERN ROMAN BODY TYPE

BASKERVILLE ROMAN

SIX POINT BASKERVILLE ROMAN

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were

countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to the world's treasure of knowledge and ideas. Printing, in addition to its cultural power, has become *the most influential force in commerce; the best means of bringing sellers and buyers together. Beginning with Columbus, who found the philosophical theory*

EIGHT POINT BASKERVILLE ROMAN

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous

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TEN POINT BASKERVILLE ROMAN

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TWELVE POINT BASKERVILLE ROMAN

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FOURTEEN POINT BASKERVILLE ROMAN

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Partly opened with two point leads

For complete showings see page 236

BASKERVILLE ROMAN

EIGHTEEN POINT BASKERVILLE ROMAN NO. 1

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that *typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced*

Furnished to order on 16 point body

EIGHTEEN POINT BASKERVILLE ROMAN NO. 2

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that *invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into*

Partly opened with two point leads

For complete showings see page 236

MODERN ROMAN BODY TYPE

CENTURY SCHOOLBOOK

SIX POINT CENTURY SCHOOLBOOK

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to the world's treasure of knowledge and ideas. Printing, in addition to its cultural power, has become the most influential force in commerce; the best means of bringing sellers and buyers together. Beginning with Columbus, who found the philosophical theory of a round world printed in a book and became immortal by proving the theory to be a fact, a newer and greater world was discovered, chiefly through incentive found in printed books. The literature of overseas exploration begins with the narrative of Columbus, quickly printed in several countries, stirring men and rulers of men to similar adventures. With discovery came trade. With the introduction of power-driven factories came the necessity for wider markets, too extensive to control by word of mouth. Printing was gradually found to be the most economical and effective sales agency, and the printer thus became premier in the cabinet of King Commerce. Manufacturers greatly *flourish who rarely come in contact with a user of their wares, which have been introduced to the buyers by the work of the printers. As the right hand of commerce printing has an illimitable field of usefulness. Not every printer realizes the potency*

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Partly opened with two point leads

For complete showings see page 202

74

THE STORY OF CHANTICLEER

GEOFFREY CHAUCER

GEOFFREY CHAUCER, "the father of English poetry," stands in the front rank of those who have told stories in verse. He was born in London about the year 1340. The language in which men wrote five hundred years ago is very different from that in use to-day; many of Chaucer's poems, however, have been modernized. *The Canterbury Tales,* from which this selection is taken, is his greatest work.

In a tiny cottage, near a strip of woodland, there once lived a poor old woman and her two daughters. Small indeed were her possessions, but she was by nature both thrifty and patient, and she was content with her simple life. Her daily fare was brown bread and milk, with an occasional feast when she allowed herself a slice of bacon and an egg or two.

A yard she had, enclosèd all about
With sticks and staves, and a dry ditch without,
In which she kept a cock called Chanticleer,
In all the land of crowing without peer.
His comb was redder than the coral fine,
And toothed like castle turret's topmost line;
His beak was black and as bright jet it shone;
His legs and toes were of a bluish tone;
Like lilies were his nails, so white and cold;
In color he resembled burnished gold.

A specimen page of The Blodgett Fourth Reader, reset in Century Schoolbook, showing the type in caps, small caps, lower-case and italic, widely spaced between words. The Blodgett Fourth Reader is published by Ginn and Company, Boston, Mass., and the page is reprinted here by permission.

CENTURY SCHOOLBOOK

TWELVE POINT CENTURY SCHOOLBOOK

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FOURTEEN POINT CENTURY SCHOOLBOOK

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EIGHTEEN POINT CENTURY SCHOOLBOOK

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Partly opened with two point leads

For complete showings see page 202

87



A RIDE IN THE CARS

Evelyn cars ride one these ticket two aboard New York all Donald

Characters. MAY, GRACE, EVELYN, GEORGE, DONALD, JACK, WILL, FRANK, TICKET MAN

(Arrange chairs for a train of cars, and have one chair with a table or a desk for a ticket office. Let the children make tickets for busy work)

DONALD. Do you wish to ride in my cars?

EVELYN. Yes, thank you. I wish to ride in your cars.

A specimen page of Cyr's New Primer, reset in Century Schoolbook, showing the type in caps, small caps, lower-case and italic, widely spaced between words. Cyr's New Primer is published by Ginn and Company, Boston, Mass., and the page is reprinted here by permission.

MODERN ROMAN BODY TYPE

VENETIAN SERIES

SIX POINT VENETIAN

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EIGHT POINT VENETIAN

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For complete showings see pages 286 and 287

MODERN ROMAN BODY TYPE

NORWOOD ROMAN

SIX POINT NORWOOD ROMAN

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TWELVE POINT NORWOOD ROMAN

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Partly opened with two point leads

MODERN ROMAN BODY TYPE

ROMAN No. 510

SIX POINT ROMAN No. 510

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by *printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The*

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NINE POINT ROMAN No. 510

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TEN POINT ROMAN No. 510

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered that typography is merely time-saving inscribing, and that writing is man's most important invention. By that invention humanity was advanced from a limited instinctive intelligence, inadequate to lift it out of barbarism, into the boundless arena of progressive knowledge and invention, renewing and advancing civilization in every generation wherever the art of inscribing was freely employed. The invention of printing illimitably increased the educative power of books. Pedagogues of every degree are taught by printing. Their real task is to teach their pupils how to assimilate facts and ideas and inspiration treasured in printed books. The *printers' art perpetuates the books from age to age. Every book is an evolution from preceding books. Every author is the creature of the books he has read, fortunate if he may add a little to the world's*

Partly opened with two point leads

MODERN ROMAN BODY TYPE

ROMAN NO. 510

ELEVEN POINT ROMAN NO. 510

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TWELVE POINT ROMAN NO. 510

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ROMAN NOS. 524 AND 527

FIVE POINT ROMAN NO. 524

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Partly opened with two point leads

FIVE POINT ROMAN NO. 527

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MODERN ROMAN BODY TYPE

ROMAN NO. 599

SIX POINT ROMAN NO. 599

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Partly opened with two point leads

MANY years previous to a settlement in this hilly region a lone hunter brought from thence what was considered by many a vague report of a strange vision seen. This man was all by himself and what part imagination had to do with what he testified to be true, we can judge as we like.

ONE night, this hunter made his camp far up among the White Hills. He had settled beside the campfire which presently died down and a dreamy restlessness mocked a desire for slumber.

HE gazed on the background of deep blue sky out of which the lofty tops of craggy mountains weirdly silhouetted.

THE mountains' northern slope was hid by a sombre shadow, but silvery moonbeams shed an ethereal light on the pointed rock and all around hung a thick veil of ghostly mist.

ABOVE the low musical purr of waterfalls rose a strange sound indistinctly; but, the man, being of stout heart, heeded it not, save as the ominous hoot of an owl, or the lone howl of a hungry wolf, giving zest to a hopeless search for a meal and keeping up his spirits with a rude serenade for the unwelcome moonlight.

UNQUESTIONABLY, the hunter's nerves were like steel, but a fanciful influence changed the mist to a great stone church, and within this there was an altar, where from the sparkling censer rose a curling wreath of incense-smoke, and all around it lights dispersed a mellow glow, by which in groups before the altar appeared a tribe of savages kneeling in silence.

PRESENTLY, there came a change in the wind; a song loud and long rose as a voice-offering to the Great Spirit; then glittering church-spire, church and altar all vanished, and down the steep mountain side grimly trailed a long procession of strange-looking men in solemn silence.

BEFORE all, as if borne by some airy sprite, sported a large glittering image of silver, of strange design and unfamiliar workmanship, which in the dense shadows was seen to transform into fairy shape, and with sparkling wings suddenly disappeared into the rent rocks.

ALTHOUGH the hunter's mysterious experience may be said to be the product of an overwrought brain, it is significant to note that this man was so impressed by his vision that nothing would induce him to return to the spot.

THE lore of legend, the voice of tradition, and the record of history have given the White Mountains their magic lure.

IN olden times, from far and near came the brave and fair red children of forest and wilderness, to reverently offer, in wild, shadowy glens, their sacrifices of veneration and love to the invisible One.

TIME and again these mountain foothills echoed with voices of youth and maid uplifted in song that mingled with the sound of tumbling waterfall and roaring wind of tempest cloud on the snow-crowned rock where it was fervently believed the Great Spirit received their tributes.

WHEN the first white man essayed to climb the top of one of these mountains an old Indian, standing proudly erect, shook his head, saying the Great Spirit dwelt there and no intruder would return.

BUT the explorer's thirst for adventure overruled these superstitious fears and he succeeded in reaching the top and came back in safety.

DOUBTLESS the profound veneration and respect which prevailed among the various Indian tribes of the northern wilderness for the White Mountains originated primarily from the terrible visitations of avalanches and storms that at intervals shook the very foundation of this wild region.

NEARLY all authentic records agree that the aboriginal red-man had a marked superstitious veneration for the hoary White Mountains.

HE CONSIDERED that they were the holy sanctuary of the invisible One, who by a simple motion of his hand could raise a storm or still a tempest; thus it was deemed a pardonless sacrilege to try to unfold their awful secrets.

REMOTE tradition teaches that few of them were courageous enough to press their moccasined feet into the moss that grows above the regions of scrub vegetation.

DARING individuals who made the attempt have been doomed to wander forever invisibly among the wild canyons and dreary caverns.

EVEN to this day one can find those who credulously believe that the mournful weird noises frequently heard among the lonely cliffs come from the wretched lost souls destined to wander there in hopeless, perpetual torment.

THE vivid gleam of lightning as it flew from cliff to cliff and the voice of the thunder coming out of the black and angry-looking cloud spoke of the invisible One and his might.

FROM the dark storm clouds had dropped for the Indian hunter the fire that shivered the tall pine trees of the shadowy valleys.

BY THIS strange fire the hunter had learned to cook his moose-meat and warm his tired limbs.

SO FROM the gift of fire grew up with the tribes of the Amonoosuc valley a reverence expressed by their fire-dances.

A STUDY of their lore reveals a profound belief in the wisdom and mystic power of the Great Spirit who ruled their destinies.

QUITE typical is the legend that tells how once upon a time the Great Spirit sent a high wind, in a thick mist, and took up to the top of Agiochook a single sanop and his squaw that the wilderness and all the mountains except this one might be covered for two suns with water, and that they would then return as the only mortals who had come back.

LEGENDARY tales apparently endure generation after generation, as there are folks living in the shadow of these mountains who seem to believe that every fall, on a certain night, a supernatural brightness glows upon a high crag, and the giant ghost of an Indian brave appears there.

FANCIFULLY arrayed in a deep black bearskin war robe and carrying a bloody stone tomahawk and a broken hornbeam bow, this grim warrior may be observed each year, toward midnight, dancing in the wind, by the unearthly light, to the measure of a self-sung dirge.

MOUNTAIN regions are usually very rich in legends but there is no locality in this country around which have been interwoven so many strange and interesting stories as the White Mountains, as they not only represent such a wonderful page in Nature's book but are closely associated with the eventful pioneer period and the trials and daring exploits of the intrepid hunters and dauntless adventurers.

MODERN ROMAN BODY TYPE

PATENTED APRIL 9, 1918

QUICK-SET ROMAN
TRADE-MARK

SIX POINT QUICK-SET ROMAN

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a printer a vista of profound sentiment, and invest his occupation with a sacred character. The most influential product of the printing art is books. There were countless books before the invention of printing, but let it be remembered *that typography is merely time-saving inscribing, and that writing is man's most important invention. By that inven-*

EIGHT POINT QUICK-SET ROMAN

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man.

If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended *it may open to a printer a vista of profound sentiment, and invest his occupation with*

TEN POINT QUICK-SET ROMAN

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired *by men from the dawn of civilization. This is sober truth. This is a marvel-*

TWELVE POINT QUICK-SET ROMAN

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the *choice spirits of preceding ages and learn all the knowledge ac-*

FOURTEEN POINT QUICK-SET ROMAN

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages and learn all the knowledge acquired by men *from the dawn of civilization. This is sober truth. This is a marvelous truth. Fully comprehended it may open to a*

EIGHTEEN POINT QUICK-SET ROMAN

MATCHLESS in power among the arts of men is our art of printing. In its higher influence it is the chief servant of all that is divine in man. If we would, we may through printing types confer with all the choice spirits of preceding ages *and learn all the knowledge acquired by men from the dawn of civilization. This is sober truth*

Only four sets (or widths) for entire alphabet of caps, small caps, lower-case, figures and points. This type can be set, justified and corrected faster than any type heretofore designed. Regular spaces and quads are used. *Buy a font and try it.*

Partly opened with two point leads

EXPLANATORY

The following Table of Sets of the various sizes of

QUICK-SET
TRADE-MARK

ROMAN, *ITALIC* and **BOLD**

illustrates how this type may be set, justified and corrected more rapidly than any letter heretofore designed. The Roman, Italic and Bold carry the same set in each size, an advantage that will be readily appreciated by printers doing newspaper, magazine, catalogue and price-list printing. Regular spaces and quads are used.

TABLE OF SETS

FOR SIX POINT QUICK-SET ROMAN, ITALIC AND BOLD

2 Point Set . . fijlt,;:.-'!I
SMALL CAPS: I

3½ Point Set . . ceorszfiflJ?
SMALL CAPS: F J L P S T Z

4 Point Set . . abdghknpquvxyffFLPSTZ1234567890$£
SMALL CAPS: A B C D E G H K M N O Q R U V W X Y & Æ Œ

5½ Point Set . . A B C D E G H K M N O Q R U V W X Y & Æ Œ m w æ œ ffi ffl

FOR EIGHT POINT QUICK-SET ROMAN, ITALIC AND BOLD

3 Point Set . . fijlt,;:.-'!I
SMALL CAPS: I J

4 Point Set . . ceorszfiflJ?1234567890$£
SMALL CAPS: F L P S T Z

5 Point Set . . abdghknpquvxyffFLPSTZ
SMALL CAPS: A B C D E G H K M N O Q R U V W X Y & Æ Œ

6½ Point Set . . A B C D E G H K M N O Q R U V W X Y & Æ Œ m w æ œ ffi ffl

FOR TEN POINT QUICK-SET ROMAN, ITALIC AND BOLD

3½ Point Set . . fijlt,;:.-'!I
SMALL CAPS: I J

5 Point Set . . ceorszfiflJ?1234567890$£
SMALL CAPS: F L P S T Z

6 Point Set . . abdghknpquvxyffFLPSTZ
SMALL CAPS: A B C D E G H K M N O Q R U V W X Y & Æ Œ

8 Point Set . . A B C D E G H K M N O Q R U V W X Y & Æ Œ m w æ œ ffi ffl

FOR TWELVE POINT QUICK-SET ROMAN, ITALIC AND BOLD

4 Point Set . . fijlt,;:.-'!I
SMALL CAPS: I J

6 Point Set . . ceorszfiflJ?1234567890$£
SMALL CAPS: F L P S T Z

7 Point Set . . abdghknpquvxyffFLPSTZ
SMALL CAPS: A B C D E G H K M N O Q R U V W X Y & Æ Œ

9 Point Set . . A B C D E G H K M N O Q R U V W X Y & Æ Œ m w æ œ ffi ffl

The sets of the Roman, Italic and Bold are the same in each size

Quick-Set Family

PATENTED APRIL 9, 1918

QUICK-SET ITALIC

TRADE-MARK

18 Point 12 A 21 a

PRINTING ADVENT
Matchless for dignity
among the arts of men

14 Point 17 A 32 a

PRINTING ART TEACHES
Matchless in dignity among
the arts of men is our art of

12 Point 20 A 39 a

PRINTING INFLUENCE GREAT
Matchless for dignity among the
arts of men is our excellent art of

10 Point 23 A 45 a

PRINTING POWERFUL INCENTIVE
Matchless in power among the arts of
men is our art of printing. In its higher

8 Point 26 A 50 a

PRINTING EXPRESSING MAN'S PROGRESS
Matchless in power among the arts of men is our
art of printing. In its higher influence it is the

6 Point 30 A 57 a

PRINTING OVERCOMES COMMERCIAL PROBLEMS
Matchless in power among the many arts of men is our art
of printing. In its high influence it is the great servant of all

QUICK-SET BOLD

TRADE-MARK

18 Point 12 A 21 a

PRINTING ADVENT
Matchless for dignity
among the arts of men

14 Point 16 A 31 a

PRINTING ART TEACHES
Matchless in dignity among
the arts of men is our art of

12 Point 20 A 38 a

PRINTING INFLUENCE GREAT
Matchless for dignity among the
arts of men is our excellent art of

10 Point 23 A 45 a

PRINTING POWERFUL INCENTIVE
Matchless in power among the arts of
men is our art of printing. In its higher

8 Point 26 A 49 a

PRINTING EXPRESSING MAN'S PROGRESS
Matchless in power among the arts of men is our
art of printing. In its higher influence it is the

6 Point 29 A 58 a

PRINTING OVERCOMES COMMERCIAL PROBLEMS
Matchless in power among the many arts of men is our art
of printing. In its high influence it is the great servant of all

QUICK-SET ROMAN

TRADE-MARK

18 Point 12 A 22 a

PRINTING FORCE
Matchless in power

14 Point 16 A 32 a

PRINTING EXPRESSED
Matchless in power is our

12 Point 19 A 38 a

PRINTING OFFERS REWARD
Matchless in power is our art

10 Point 22 A 45 a

PRINTING ART GREAT MASTER
Matchless in power among the arts
of men is our art of printing. In its

8 Point 26 A 50 a

PRINTING ENCOURAGED YOUNG MEN
Matchless in power among the arts of men is
our art of printing. In its higher influence it

6 Point 30 A 58 a

PRINTING EMPLOYED IN ALL PUBLIC SCHOOLS
Matchless in power among the arts of men is our art
of printing. In its higher influence it is the principal

SMALL CAPS from 6 to 18 Point inclusive are fonted and sold separately

Quick-Set Family
TRADE-MARK

PUBLISHED WEEKLY IN THE INTEREST OF THE RESIDENTS OF THE BOROUGH OF GRES

The Columbia

VOLUME FOUR — GRESHAM MANOR, CON

Gresham Manor–The Popular Suburb

THE thrifty, and those with a vision of the future, believe Gresham Manor property to be very valuable and with possibilities for greater developments. Many noteworthy projects and plans have been undertaken and brought to a splendid fulfilment. The Board of Trade will shortly open a new campaign of publicity in metropolitan publications, setting forth many of the natural and civic advantages that this borough presents, in order to interest those thinking of buying or renting ideal country places, where the health-producing benefits to be derived by a delightful intercourse with nature may be enjoyed continuously the year round.

Gresham Manor invites inspection and comparison of its paved streets, public library, fine churches, large modern school system, sound banks, public market, convenient park and adequate police and fire protection.



The village government is ably and most economically administered by men of influence and experience who through civic pride willingly give of their time that Gresham Manor may be properly governed. Fraternal organizations are well represented, so that no one need feel at all lonesome for want of sociability and friends.



STEARN & HODGSON

Real Estate and Investments

Rooms 112 and 114, Post Office Building
GRESHAM MANOR, CONNECTICUT

Important Notice

THE Board of Trade will hold its first regular meeting on Monday evening, September third, at which time matters of great importance will be brought up.

Mills Building–eight o'clock

FRED HAMILTON, Secretary

GREA

Enthusia Unsur

THRONGS

Old Ho by leadin distingui

are being done alre for the sp celebrate prominen

The fes Friday ni for which residents The speci having m march as brought f in a most through i old tenan

Actuall when a ta principal former re by Capta The corre

HEADING IN WASHINGTON TEXT MISSAL INITIAL

ELECTROTYPE HALFTONE NO. 10
RENAISSANCE ORNAMENT

How to Buy Type Advantageously

BY ORDERING type in regular fonts (or regular parcels of weight fonts) buyers will get quick delivery and the lowest prices. Orders for less than fonts (or regular parcels of fonts) and for type to be put up to irregular schemes or assortments are classified as Sort Orders, and are usually cast to order, involving delay and sometimes necessitating billing at higher prices.

The lowest prices for Job Type are obtained by buying in Weight Fonts in conformity with sizes of Minimum Weight Fonts at the top of page 583. The lowest prices for additions to Body Type Fonts are obtained by buying the regular sections of fonts in conformity with Weight Schemes for Body Type on page 583.

In ordering additions to fonts to match type in use it is necessary to send a cap H and lower-case m (selecting letters that are least worn), in addition to stating (where possible) the correct name and size of face and the name of the manufacturer of the type ordered. Failure to forward specimens of type may make it necessary to hold order while request for samples is sent to customer.

It is important in ordering to use the exact name of type as printed in specimen books, giving name and date of specimen book and page on which the type is shown. So simple a change as ordering "Condensed Gothic" when the printed name is "Gothic Condensed," or the omission of the correct number, may involve uncertainty and delay.

If any part of an order is required more urgently than the balance of the order, that fact should be stated, for sometimes an unimportant item, which may have to be made to order, may delay delivery of the items urgently needed.

Customers are usually in a better position to select the manner and route of shipping their orders, and can frequently effect economies of time and expense by adding shipping directions to their orders. Small quantities shipped by freight frequently cost as much or more than if shipped by express, are liable to delay, and are frequently lost.

Estimates of the cost of complete and efficient printing plants of any size are furnished in detail upon request, but it is not possible to make an intelligent estimate unless an approximate idea of the amount the inquirer wishes to invest in his enterprise is stated, and also the nature of the work to be produced.

Old Metals Taken in Exchange

OLD TYPE made by the regular typefounders; printers' old brass; electros, stereos, leads and slugs; metal furniture; linotype slugs and Lanston type, if packed separately, unmixed with other metals (particularly zinc), in their original manufactured condition (not melted down), and shipped prepaid or delivered to nearest selling house or foundry, will be accepted at current prices in exchange for new type and other printing materials at our regular discounts as advertised by this Company from time to time.

As old metal cannot be easily identified when several shipments arrive at about the same time, it is necessary to put shipper's name on each package, and advise us promptly of shipment, sending us a copy of freight receipt showing the number of boxes or other packages, the gross weight thereof and memorandum giving exact weights of each class of metal. Close observance of these suggestions will save time and annoyance and will expedite matters all around.

Stereotype plates and bases made by The American Press Association, Newspaper Unions, or similar manufacturers, being the property of these concerns, are not accepted.

SIZES OF MINIMUM WEIGHT FONTS

Weight Fonts of caps, lower case, figures and points, with small caps, if made, of one body, face and line, ordered at one time, cast to regular scheme

5 lbs. and multiples, 3 to 4½ Point inclusive.
10 lbs. and multiples, 5 and 5½ Point.
20 lbs. and multiples, 6 to 18 Point inclusive.
25 lbs. and multiples, 20 to 36 Point inclusive.
50 lbs. and multiples, 42 to 72 Point inclusive.
75 lbs. and multiples, 84 and 96 Point.
100 lbs. and multiples, 120 and 144 Point.

Weight Fonts of Title Line faces, caps, figures and points, of one body, face and line, ordered at one time, cast to regular scheme

5 lbs. and multiples, 4 to 5½ Point inclusive.
10 lbs. and multiples, 6 to 18 Point inclusive.
15 lbs. and multiples, 20 to 36 Point inclusive.
20 lbs. and multiples, 42 and 48 Point.
25 lbs. and multiples, 54 to 72 Point inclusive.
40 lbs. and multiples, 84 and 96 Point.
50 lbs. and multiples, 120 and 144 Point.

SCHEME FOR 80-LB. FONT BODY TYPE

	LB	OZ		LB	OZ		LB	OZ		LB	OZ
a	4	6	A		8½	A		2½	1		8
b	1		B		5	B		1½	2		6½
c	1	14	C		7½	C		2	3		5½
d	3		D		6½	D		2	4		5
e	6	8	E		10	E		3½	5		6½
f	1	1	F		5	F		1½	6		5
g	1	4	G		5½	G		1½	7		5
h	3	8	H		6½	H		2	8		5
i	2	12	I		6	I		1¾	9		5
j		5	J		4½	J		1¼	0		10
k		8	K		4	K		1¼	$		2
l	1	8	L		6	L		2	£		½
m	2	10	M		7½	M		2¼	.....		
n	4	6	N		7½	N		2½			
o	4	4	O		7½	O		2½		4	0
p	1	6	P		6	P		1¾			
q		5	Q		2½	Q		¾		LB	OZ
r	3	5	R		8	R		2¼	,	1	8
s	3	6	S		8	S		2¼	;		3
t	3	12	T		9	T		2½	:		2
u	2	2	U		5	U		1½	.	1	
v		14	V		3½	V		1	-		9
w	1	10	W		7	W		2	’		4
x		5	X		2	X		¾	!		2
y	1	4	Y		4½	Y		1¼	?		2
z		4	Z		2	Z		½	—		3
æ		1	Æ		¾	Æ		¼	(		2
œ		1	Œ		¾	Œ		¼	[		1
fi		5	&		3½	&		1	.....		
ff		4	.....			.....			.....		
ffi		4	.....			.....			.....		
fl		3	.....			.....			.....		
ffl		3	.....			.....			.....		
	58	12		10	0		3	0		4	4

TOTALS

	LB		LB
Lower Case	58¾	Caps	10
Points	4¼	Small Caps	3
Figures	4	.....	
			80

SPACES	LB	OZ	QUADS	LB	OZ
en set	2	4	em set	1	10
3-em set	6		2-em set	4	2
4-em set	1		3-em set	4	4
5-em set		10	.....		
hair		2	.....		
	10	0		10	0

SCHEME OF SUNDRIES FOR 100 LBS. ROMAN

FRACTIONS	LB	OZ	DASHES AND BRACES	LB	OZ	REFERENCES	LB	OZ	COMMERCIAL MARKS	LB	OZ	LEADERS	LB	OZ
¼		6	⌐		½	*		2	@		6	en set		4
½		3	⌐		½	†		1	℔		3	em set		12
¾		2	⌐		½	‡		¾	lb		3	2-em set	2	
⅛		½	⌐		1½	‖		¾	%		2	3-em set	2	
⅔		½	⌐		2	§		¾	¢		1½	.....		
⅛	1		-		2	¶		¾	¢		½	.....		
⅜	1		—		3	☞		1½						
⅝	1		—		3	☜		½		1	0		5	0
⅞		¾	—		3	.....								
1/16		¼	.....			.....								
.....			.....			.....								
.....			.....			.....								
	1	0		1	0		0	8						

Leaders.....5 lb.
References.....8 oz.
Braces and Dashes..1 lb.
Fractions.....1 lb.
Commercial Marks.1 lb.

TABLE OF POINT SET SPACES AND QUADS

BODY	SPACES HAIR AND THINNER THAN 5 EMS			FOR 5 EM	FOR 4 EM	FOR 3 EM	QUADS N-QD	M-QD	2-EM	3-EM
5 Point			1	1¼	1½	2	2½	5	10	15
5½ Point			1	1¼	1½	2	2¾	5½	11	16½
6 Point			1	1¼	1½	2	3	6	12	18
7 Point			1¼	1½	1¾	2½	3½	7	14	21
8 Point			1¼	1½	2	3	4	8	16	24
9 Point			1½	1¾	2¼	3	4½	9	18	27
10 Point			1¾	2	2½	3½	5	10	20	30
11 Point			1¾	2¼	2¾	3½	5½	11	22	33
12 Point			1¾	2½	3	4	6	12	24	36
14 Point			2	3	4	5	7	14	28	
16 Point			2	3	4	5	8	16	32	
18 Point			2	3	4	6	9	18	36	
20 Point		2	3	4	5	7	10	20	40	
24 Point		2	3	4	6	8	12	24	48	
30 Point		3	4	6	8	10	15	30		
36 Point		3	4	6	9	12	18	36		
42 Point		4	6	9	11	14	21	42		
48 Point		4	6	9	12	16	24	48		
54 Point		4	6	9	12	18	27	54		
60 Point	5	6	8	12	15	20	30	60		
72 Point	5	6	9	12	18	24	36	72		
84 Point	6	9	12	16	21	28	42	84		
96 Point	6	9	12	18	24	32	48	96		
120 Point	6	9	12	18	24	30	40	60	120	

WEIGHT SCHEMES FOR BODY TYPE

Body Type in sizes 6 to 18 Pt. is put up in packages of the following approximate weights. This table applies only to faces shown on pages 536-578

FONT	CAPS LB	CAPS OZ	SMALL CAPS LB	SMALL CAPS OZ	POINTS LB	POINTS OZ	FIGURES LB	FIGURES OZ	LOWER CASE LB	LOWER CASE OZ
20 lbs.	2	8	0	12	1	1	1	0	14	11
40 lbs.	5	0	1	8	2	2	2	0	29	6
80 lbs.	10	0	3	0	4	4	4	0	58	12

Where the face does not show SMALL CAPS, the weight of the Cap package is increased.

Weight fonts of other faces are put up to count schemes and the weight of the separate packages of caps, lower case, figures and points vary with each face.

Body Type Italic is put up in small fonts of the following approximate weights: 5½ Point and smaller inclusive, 2½ pounds and multiples; 6 to 18 Point inclusive, 5 pounds and multiples.

ACCENTED LETTERS

A table of all the accents regularly made for body and job type, with their designated numbers, is shown on page 586

TEAGUE BORDER

LENGTHS OF ALPHABET

THE following Table showing the lengths of the alphabet in points of popular series of job type is given for the purpose of making comparison of the various faces and furnishing a basis for computing the amount of type which can be set in a given space

NAME OF TYPE	Size	6	8	10	12	14	18	24	30	36	42	48	60	72
American Caslon	Caps	113	138	167	218	256	308	391	504	608	751	911		
	L. Case	74	89	110	143	165	200	254	328	396	486	579		
Bodoni	Caps	115	155	184	207	229	295	373	456	541	628	713	889	1065
	L. Case	79	107	129	144	161	207	265	325	386	447	511	634	759
Bodoni Bold	Caps	119	159	189	212	258	304	394	483	573	666	765	936	1128
	L. Case	87	116	137	156	174	224	289	354	420	487	555	688	825
Bookman Oldstyle	Caps	132	160	194	237	279	353	544	587	748		924	1151	1366
	L. Case	96	107	129	153	183	240	361	387	495		614	778	936
Caslon Oldstyle No. 471	Caps	124	145	175	236	252	300	442	475	584	742	880	1190	1459
	L. Case	81	86	106	142	159	195	265	317	408	502	563	793	942
Caslon No. 540	Caps	111	162	198	244	285	410	475	584	742	880	1023	1264	1487
	L. Case	74	101	118	155	183	230	317	408	502	563	638	791	937
Caslon Bold	Caps	144	175	216	248	300	384	488	609	736	871	954	1304	1578
	L. Case	102	124	154	177	215	269	348	431	523	614	719	930	1118
Century Bold	Caps	124	162	195	299	273	338	438	538	641	760	860	1081	1321
	L. Case	92	118	138	164	194	242	310	376	457	541	616	776	950
Cheltenham Oldstyle	Caps	131	153	190	220	265	335	422	509	614	729	836	1036	1235
	L. Case	75	89	108	126	152	190	241	291	348	412	465	583	703
Cheltenham Italic	Caps	134	154	194	227	275	342	426	522	623	738	834	1062	1277
	L. Case	78	92	112	131	160	198	252	300	359	421	482	600	724
Cheltenham Bold	Caps	134	159	202	225	278	340	423	516	629	745	847	1073	1304
	L. Case	94	112	141	157	190	233	305	365	449	530	612	770	924
Cheltenham Bold Condensed	Caps	103	123	159	170	208	255	326	401	476	561	643	810	975
	L. Case	75	89	113	126	154	188	234	284	347	400	488	590	710
Cheltenham Bold Italic	Caps	140	161	214	236	277	357	452	546	674	804	919	1146	1374
	L. Case	90	113	149	160	194	245	310	379	456	534	621	780	946
Cheltenham Bold Extended	Caps	166	195	241	281	338	424	537	652	794	940	1081	1364	1651
	L. Case	127	149	191	214	256	318	405	493	601	713	816	1031	1244
Cheltenham Wide	Caps	131	153	190	220	265	335	422	509	614	729	836	1036	1235
	L. Case	89	105	130	146	176	219	281	339	413	485	556	694	830
Cheltenham Medium	Caps	127	153	191	213	256	317	402	483	590	694	800	1012	1223
	L. Case	93	105	131	146	175	215	271	328	399	472	542	684	825
Cloister Oldstyle	Caps	130	156	182	203	228	292	378	463	551	636	726	902	1083
	L. Case	79	93	110	122	137	175	226	277	328	379	431	537	645
Cloister Bold	Caps	136	162	189	212	237	304	391	480	571	661	750	936	1124
	L. Case	86	105	122	136	154	195	252	309	368	427	481	601	720
Franklin Gothic	Caps	139	164	211	233	282	352	453	544	654	761	874	1100	1329
	L. Case	109	129	163	183	218	270	351	420	504	585	677	855	1032
Garamond	Caps	130	156	180	204	228	296	385	472	561		739	910	1090
	L. Case	87	103	118	134	149	193	249	306	364		480	594	711
Garamond Italic	Caps	123	147	170	193	216	279	362	444	524		689		
	L. Case	80	92	105	119	132	171	217	265	311		410		
Goudy Oldstyle	Caps	125	155	189	216	261	326	412	501	608	718	829	1047	1270
	L. Case	83	106	128	145	175	218	274	333	404	477	549	694	840
Goudy Italic	Caps	124	151	185	213	256	320	406	492	601				
	L. Case	77	94	114	130	156	196	247	300	364				
Goudy Catalogue	Caps	132	163	197	227	273	343	435	530	647	764	881	1118	1351
	L. Case	89	110	133	153	184	228	289	351	428	504	582	737	893
Goudy Catalogue Italic	Caps	132	163	196	227	271	339	429	520	634	747	862	1093	1323
	L. Case	85	104	125	148	172	214	270	326	398	467	538	681	822
Goudy Bold	Caps	137	169	206	236	286	358	454	553	676	798	921	1168	1415
	L. Case	93	114	139	159	191	240	302	366	448	527	610	773	938
Goudy Bold Italic	Caps	134	168	204	234	281	352	440	542	659	777	897	1135	1373
	L. Case	89	110	134	153	184	230	290	352	427	502	582	734	886
National Oldstyle	Caps	131	154	187	215	260	325	410	499	607		828		
	L. Case	83	98	119	137	163	205	259	315	394		522		
Packard	Caps	135	152	188	210	252	315	398	483	586	697	803		
	L. Case	81	90	112	124	148	185	234	283	343	405	467		

LENGTHS OF ALPHABET

THE following Table showing the lengths of the alphabet in points of popular series of body type is given for the purpose of making comparison of the various faces and furnishing a basis for computing the amount of type which can be set in a given space

NAME OF TYPE	Size	5	5½	6	7	8	9	10	11	12	14	18
Baskerville Roman	Caps			105		152		166		200	237	336
	L. Case			68		91		106		133	155	221
Bodoni Book	Caps			109		143		169		190	212	273
	L. Case			75		100		118		132	146	186
Bodoni Book Italic	Caps			107		146		171		194	217	274
	L. Case			73		99		115		129	146	186
Caslon Oldstyle No. 471	Caps			124		145	170	175	208	236	252	300
	L. Case			81		86	103	106	122	142	159	195
Caslon Oldstyle No. 471 Italic	Caps			130		152	151	183	200	223	258	315
	L. Case			79		87	105	106	112	131	146	181
Caslon No. 540	Caps			111		162		198	222	244	285	366
	L. Case			74		101		118	134	155	183	230
Caslon No. 540 Italic	Caps			108		145		190	211	247	293	372
	L. Case			70		101		107	124	143	171	214
Century Expanded	Caps	114	132	132	140	166	176	195	205	227	268	338
	L. Case	80	93	93	100	116	126	140	145	160	191	242
Century Expanded Italic	Caps	120	136	136	147	170	185	205	215	235	289	361
	L. Case	81	91	91	97	113	125	131	141	153	186	231
Century Catalogue	Caps			128		156		187		216	261	322
	L. Case			86		103		121		144	173	213
Century Catalogue Italic	Caps			134		162		199		228	274	340
	L. Case			90		107		129		145	172	205
Century Schoolbook	Caps			130		161		198		228	273	345
	L. Case			93		115		140		161	195	243
Century Schoolbook Italic	Caps			138		171		207		238	284	356
	L. Case			93		114		139		157	189	238
Century Oldstyle	Caps			129		151	176	194	203	216	259	324
	L. Case			94		109	127	138	145	153	184	232
Century Oldstyle Italic	Caps			132		154	180	201	208	223	267	334
	L. Case			85		99	114	129	135	144	175	219
Cloister Italic	Caps			119		143		165		183	208	267
	L. Case			70		84		98		109	222	155
Harris Roman	Caps	108		128		157	172	186		219	267	323
	L. Case	83		96		116	121	133		156	184	225
New Caslon	Caps	113		138		169		221		260	310	397
	L. Case	74		88		108		140		164	196	252
Norwood Roman	Caps			125		144		188		208		
	L. Case			91		105		134		148		
Oldstyle No. 550	Caps			139	153	167	178	196	211	248		
	L. Case			96	105	115	124	132	140	170		
Oldstyle No. 551	Caps			132	148	161	175	193	207	230	285	334
	L. Case			96	105	112	122	130	138	150	187	217
Oldstyle No. 581	Caps	111		139	152	164	178	194	209	244		
	L. Case	80		96	107	115	127	131	143	173		
Oldstyle No. 583	Caps			147		177	183	203	214			
	L. Case			93		111	116	130	140			
Quick-Set Roman	Caps			128		153		189		214	261	342
	L. Case			94		112		141		165	200	256
Recut Caslon	Caps			135		165		209		237	286	360
	L. Case			87		106		132		155	177	229
Roman No. 510	Caps			126		160	168	182	199	224		
	L. Case			95		111	116	126	136	153		
Roman No. 599	Caps			112	123	150	157	173		189		
	L. Case			80	89	97	109	117		126		
Scotch Roman	Caps			128		161		179	196	249	292	377
	L. Case			94		108		120	127	151	181	234
Venetian	Caps			130		153		191		219	262	315
	L. Case			84		100		124		142	170	204

ACCENTED LETTERS

A GREAT variety of accented letters are made by the American Type Founders Company. It is impracticable to attempt to list the individual characters in this catalogue. Such a list would necessarily be incomplete within a very short time, because important additions are being made almost daily. The list printed herewith is therefore limited to the type faces shown in this specimen book for which accented letters are made. Information regarding additional accents will be supplied upon request.

ACCENTED LETTERS USED IN VARIOUS MODERN LANGUAGES

Bohemian
Á É Í Ó Ú Ů Ý Ě Č Ď Ň Ř Š Ť Ž
á é í ó ú ů ý ě č ď ň ř š ť ž

Hungarian
Á É Í Ó Ú Ö Ü Ő Ű
á é í ó ú ö ü ő ű

Portuguese
Á É Í Ó Ú Ü Ê Ô Ç Ã Õ Ñ
á é í ó ú ü ê ô ç ã õ ñ

Polish
Ó Ą Ę Ć Ł Ń Ś Ż Ź
ó ą ę ć ł ń ś ż ź

Italian
Á É Í Ó Ú À È Ì Ò Ù Î Ô
á é í ó ú à è ì ò ù î ô

Spanish
Á É Í Ó Ú Ü Ñ á é í ó ú ü ñ

French
É À È Ì Ò Ù Ä Ë Ï Ö Ü Â Ê Î Ô Û Ç
é à è ì ò ù ä ë ï ö ü â ê î ô û ç

Norwegian and Danish
Æ æ Ø ø

Swedish
Ä Ö Å ä ö å

German
Ä Ö Ü ä ö ü

TABLE OF NUMBERS DESIGNATING ACCENTED LETTERS

EACH accented letter is designated by an invariable number irrespective of face or size, as shown in the table below. In ordering it is only necessary to state the number of the accented letter and the name and size of the face.

NUMBER	ACCENT	NUMBER	ACCENT	NUMBER	ACCENT	NUMBER	ACCENT	NUMBER	ACCENT	NUMBER	ACCENT	NUMBER	ACCENT	NUMBER	ACCENT	NUMBER	ACCENT
1	á	101	Á	201	Á	18		118		218		51	ø	151	Ø	251	ø
2	é	102	É	202	É	19	â	119	Â	219	Â	52	ç	152	Ç	252	Ç
3	í	103	Í	203	Í	20	ê	120	Ê	220	Ê	54	ő	154	Ő	254	Ö
4	ó	104	Ó	204	Ó	21	î	121	Î	221	Î	55	ü	155	Ü	255	Ü
5	ú	105	Ú	205	Ú	22	ô	122	Ô	222	Ô	58	ą	158	Ą	258	Ą
6	ý	106	Ý	206	Ý	23	û	123	Û	223	Û	59	ę	159	Ę	259	Ę
7	à	107	À	207	À	37	č	137	Č	237	Č	60	ć	160	Ć	260	Ć
8	è	108	È	208	È	38	ď	138	Ď	238	Ď	61	ł	161	Ł	261	Ł
9	ì	109	Ì	209	Ì	39	ě	139	Ě	239	Ě	62	ń	162	Ń	262	Ń
10	ò	110	Ò	210	Ò	41	ň	141	Ň	241	Ň	63	ś	163	Ś	263	Ś
11	ù	111	Ù	211	Ù	42	ř	142	Ř	242	Ř	64	ż	164	Ż	264	Ż
13	ä	113	Ä	213	Ä	43	š	143	Š	243	Š	65	ź	165	Ź	265	Ź
14	ë	114	Ë	214	Ë	44	ť	144	Ť	244	Ť	70	ã	170	Ã	270	Ã
15	ï	115	Ï	215	Ï	45	ů	145	Ů	245	Ů	73	õ	173	Õ	273	õ
16	ö	116	Ö	216	Ö	47	ž	147	Ž	247	Ž	79	ñ	179	Ñ	279	Ñ
17	ü	117	Ü	217	Ü	50	æ	150	Æ	250	Æ	80	å	180	Å	280	Å

All accents for capitals, small capitals, and lower case shown in the above table are made for the following type faces in the sizes noted:

Century Bold—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Century Expanded—Caps, Lower Case and Small Caps: 6, 8, 10, 12, 14 and 18 Point.

Century Expanded Italic—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

Century Oldstyle—Caps, Lower Case and Small Caps: 6, 8, 10, 12, 14 and 18 Point.
Caps and Lower Case: 24, 30, 36, 42 and 48 Point.

Century Oldstyle Bold—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36 and 48 Point.

Century Oldstyle Italic—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Cheltenham Bold—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Cheltenham Bold Condensed—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Cheltenham Bold Extended—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Cheltenham Bold Extra Condensed—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Cheltenham Oldstyle—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Cheltenham Wide—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Complete list of Piece Accents for job and body type faces will be found on page 595

Accented Letters For Modern Languages

Type Faces for which Accented Letters are made

In addition to the list given on preceding page, the American Type Founders Company makes an exceptionally liberal number of Accented Letters for its extensive line of popular type faces, as is shown by schedule below

American Extra Condensed—Caps and Lower Case: 12, 14, 18, 24, 30, 36, 42, 48, 54, 60 and 72 Point.

Blair—Caps: 6 and 12 Point.

Bodoni—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36 and 48 Point.

Bodoni Book—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

Bodoni Book Italic—Caps and Lower Case: 6, 8, 10 and 12 Point.

Bookman Oldstyle—Caps and Lower Case: 6, 8, 9, 10, 12, 14, 18, 20, 24, 30, 36, 48, 60 and 72 Point.

Caslon No. 540—Caps and Lower Case: 6, 8, 10, 12 and 14 Point.

Caslon Oldstyle No. 471—Caps and Lower Case: 6, 8, 9, 10, 11, 12, 14 and 18 Point.

Caslon Oldstyle Italic No. 471—Caps and Lower Case: 6, 8, 9, 10, 11, 12, 14 and 18 Point.

Cheltenham Medium Italic—Caps and Lower Case: 6, 8, 10, 12, 14, 18 and 24 Point.

Clearface Bold—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Cloister Italic—Caps and Lower Case: 6, 8, 10, 12, 14, 16 and 18 Point.

Cloister Oldstyle—Caps and Lower Case: 6, 8, 10, 12, 14, 16 and 18 Point.

Compact—Caps and Lower Case: 8, 10, 12, 14, 18, 24, 30, 36, 42, 48, 60 and 72 Point.

Curtis-Post—Caps and Lower Case: 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Della Robbia—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

DeVinne No. 2—Caps and Lower Case: 5½, 6, 8, 10, 12, 18, 24, 30, 36, 48, 54, 60 and 72 Point.

DeVinne Condensed No. 2—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Drew—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

Engravers Old English—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42, 48, 60 and 72 Point.

Garamond—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

Garamond Italic—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

Gothic No. 544—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Gothic No. 545—Caps and Lower Case: 6, 8, 9, 10, 12, 14, 18, 24, 30, 36, 42, 48, 54 and 60 Point.

Gothic Condensed No. 523—Caps and Lower Case: 6, 8, 10, 12, 18, 30 and 36 Point.

Gothic Condensed No. 529—Caps and Lower Case: 12, 14, 18, 24, 30, 60 and 72 Point.

Heavy Caslon—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

Heavy Copperplate Gothic—Caps: 6, 12 and 18 Point.

Ionic No. 522—Caps and Lower Case: 6, 8, 10 and 12 Point.

New Caslon—Caps and Lower Case: 5, 6, 8, 10, 12, 14 and 18 Point.

New Caslon Italic—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

New Model Remington Typewriter—Caps and Lower Case: 12 Point.

New Model Smith-Premier Typewriter—Caps and Lower Case: 12 Point.

Oldstyle No. 523—Caps, Lower Case and Small Caps: 5 Point.

Oldstyle Italic No. 523—Caps and Lower Case: 5 Point.

Oldstyle No. 550—Caps, Lower Case and Small Caps: 6, 7, 8, 9, 10 and 12 Point.

Oldstyle Italic No. 550—Caps and Lower Case: 6, 7, 8, 9, 10 and 12 Point.

Oliver Typewriter—Caps and Lower Case: 12 Point.

Post Condensed—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Post Monotone—Caps and Lower Case: 5 on 6, 6, 8, 10, 12, 14, 18, 24, 30 and 36 Point.

Post Oldstyle Roman No. 2—Caps and Lower Case: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42 and 48 Point.

Recut Caslon—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

Recut Caslon Italic—Caps and Lower Case: 6, 8, 10, 12, 14 and 18 Point.

Ribbonface Typewriter—Caps and Lower Case: 12 Point.

Roman No. 510—Caps, Lower Case and Small Caps: 6, 8, 10, 11 and 12 Point.

Roman No. 524—Caps and Lower Case: 5 Point.

Roman No. 527—Caps and Lower Case: 5 Point.

Ronaldson Oldstyle No. 551—Caps, Lower Case and Small Caps: 6, 7, 8, 9, 10, 11, 12 and 14 Point.

Ronaldson Oldstyle Italic No. 551—Caps and Lower Case: 6, 7, 8, 9, 10, 11 and 12 Point.

Scotch Roman—Caps and Lower Case: 6, 8, 10, 11, 12 and 14 Point.

Scotch Roman Italic—Caps and Lower Case: 6, 8, 10, 12 and 14 Point.

Title Shaded Litho—Caps: 6, 12 and 24 Point.

Typo Script—Caps and Lower Case: 14, 18, 24, 30, 36, 48 and 60 Point.

Typo Script Extended—Caps and Lower Case: 12, 14, 18, 24, 30, 36, 48 and 60 Point.

Typo Slope—Caps and Lower Case: 12, 14, 18, 24, 30, 36 and 48 Point.

Typo Text—Caps and Lower Case: 8, 10, 12, 14, 18 and 24 Point.

Complete list of Piece Accents for job and body type faces will be found on page 595

Arbitrary Signs and Miscellaneous Auxiliaries

Below is shown a comprehensive line of Arbitrary Signs and Miscellaneous Auxiliaries. For the convenience of customers we have printed a booklet giving complete details as to the various characters, sizes, and manner in which they are fonted. We will send this booklet to any one interested.

Mathematical

1 + Plus
2 − Minus
3 × Multiplied by
4 ÷ Divided by
5 = Equal to
6 : Ratio
7 :: Proportion
8 ∺ Geometrical proportion
9 ± Plus or minus
10 < Less than
11 > Greater than
12 ≮ Not less than
13 ≯ Not greater than
14 ≍ Equivalent to
15 ≠ Not equal to
16 ≈ Nearly equal to
17 ∾ Difference
18 ≏ Difference between
19 ∝ Variation
20 √ Radical
21 ∛ Cube root
22 ° Degree
23 ′ Minute
24 ″ Second
25 ○ Circle
26 □ Square
27 ▭ Rectangle
28 ∠ Angle
29 △ Triangle
30 ∫ Integration
31 ∬ Integration of a quaternion
32 ∓ Minus or plus
33 ∴ Hence, therefore
34 ∵ Because
35 ∫ Integral of
36 ∞ Infinity
37 ∟ Right angle
38 ⊥ Perpendicular to
39 ≡ Identical with
40 ≐ Approaches
41 ⊏ Greater than
42 ⊐ Less than
43 ∹ Difference, excess
44 √ Radical (two line)

Arithmetical

1 + Plus
2 − Minus
3 × Multiplied by
4 ÷ Divided by
5 = Equal to

Nautical

1 ☉ Sun's center
2 ☉ Sun's upper limb
3 ☉ Sun's lower limb
4 ☾ Moon's upper limb
5 ☾ Moon's lower limb

Medical

1 ℥ Ounce
2 ℨ Dram, drachm
3 ℈ Scruple
4 ℞ Recipe

Astronomical

Signs of the Zodiac

1 ♈ Aries
2 ♉ Taurus
3 ♊ Gemini
4 ♋ Cancer
5 ♌ Leo
6 ♍ Virgo
7 ♎ Libra
8 ♏ Scorpio
9 ♐ Sagittarius
10 ♑ Capricornus
11 ♒ Aquarius
12 ♓ Pisces

Moon's Phases

13 ☽ New moon
14 ☽ First quarter
15 ☽ Full moon
16 ☽ Last quarter
17 ☽ New moon
18 ☽ First quarter
19 ☽ Full moon
20 ☾ Last quarter

Sun and Planets

21 ☉ Sun
22 ☽ Moon
23 ☿ Mercury
24 ♀ Venus
25 ⊕ Earth
26 ♂ Mars
27 ♃ Jupiter
28 ♄ Saturn
29 ♅ Uranus
30 ♆ Neptune

Signs of Position

31 ☌ Conjunction
32 ☍ Opposition
33 △ Trine
34 □ Quadrature
35 ✳ Sextile
36 ∝ Variation
37 ☊ Dragon's head
38 ☋ Dragon's tail
39 ☒ Station mark
40 ♅ Uranus
41 ☉ Sun
42 ⚳ Ceres
43 ⚴ Pallas
44 ⚵ Juno
45 ⚶ Vesta

Commercial

1 ℔ Per
2 @ At, to
3 ℔ Pound
4 % Per cent
5 % Account
6 ¢ Cent

Miscellaneous

1 ✠ Maltese cross
2 № Number
3 / Shilling mark
4 → Direction arrow
5 ♂ Male
6 → Direction arrow
7 ℣ Versicle
8 ℟ Response
9 † Sign of the cross

American Line Leaders

American Line Leaders are put up in three and five pound fonts and multiples thereof

SERIES 541—One Dot to the Em

5 Point . . . . . .
5½ Point . . . . . .
6 Point . . . . . .
7 Point . . . . . .
8 Point . . . . . .
9 Point . . . . . .
10 Point . . . . . .
11 Point . . . . . .
12 Point . . . . . .
14 Point . . . . . .
18 Point . . . . . .

SERIES 542—Two Dots to the Em

5 Point .....
5½ Point .....
6 Point .....
7 Point .....
8 Point .....
9 Point .....
10 Point .....
11 Point .....
12 Point .....
14 Point .....
18 Point .....

SERIES 543—Three Dots to the Em

5 Point .....
5½ Point .....
6 Point .....
7 Point .....
8 Point .....
9 Point .....
10 Point .....
11 Point .....
12 Point .....
14 Point .....
18 Point .....

SERIES 544—Fine Hyphen Face

6 Point
7 Point
8 Point
9 Point
10 Point
11 Point
12 Point
14 Point
18 Point

SERIES 545—Hyphen Face

5 Point
5½ Point
6 Point
7 Point
8 Point
9 Point
10 Point
11 Point
12 Point
14 Point
18 Point

SERIES 546—Four Dots to the Em

5 Point .....
5½ Point .....
6 Point .....
7 Point .....
8 Point .....
9 Point .....
10 Point .....
11 Point .....
12 Point .....
14 Point .....
18 Point .....

Examples Showing How American Line Leaders Print

Specimen of 12 Point No. 541 used with 12 Point Caslon Italic No. 540

King Cotton . . . . . Sousa
Mandalay . . . . . Thomas

Specimen of 12 Point No. 542 used with 12 Point Century Oldstyle Italic

Night Hymns ..... Thomas
Allegro ..... Mansfield

Specimen of 10 Point No. 543 used with 10 Point Cheltenham Oldstyle

Southern Airs ..... Nora Risinge
Mazurka in B Minor ..... Saint-Saens

Specimen of 8 Point No. 544 used with 8 Point Della Robbia

The Salesman ..... Birmingham
Wolverine ..... Sousa

Specimen of 10 Point No. 545 used with 10 Point Clearface

The Miracle _____ Beth Marsch
Halloween Pranks _____ Joel Scott

Specimen of 8 Point No. 546 used with 8 Point Century Expanded

In Tropical Climes ..... King
Tales of India ..... Brentwood

TYPOGRAPHIC ACCESSORIES

CENTURY OLDSTYLE REFERENCES

En Set except Fists

18 Point — Put up in ½ lb. fonts



14 Point — Put up in ½ lb. fonts



12 Point — Put up in ½ lb. fonts



10 Point — Put up in ½ lb. fonts



8 Point — Put up in ½ lb. fonts



6 Point — Put up in ½ lb. fonts



CENTURY OLDSTYLE COMMERCIAL MARKS

Em Set except Cent Mark

18 Point — Put up in 1 lb. fonts

℀ @ ℔ % a/c ¢

14 Point — Put up in 1 lb. fonts

℀ @ ℔ % a/c ¢

12 Point — Put up in 1 lb. fonts

℀ @ ℔ % a/c ¢

10 Point — Put up in 1 lb. fonts

℀ @ ℔ % a/c ¢

8 Point — Put up in 1 lb. fonts

℀ @ ℔ % a/c ¢

6 Point — Put up in 1 lb. fonts

℀ @ ℔ % a/c ¢

CENTURY OLDSTYLE FRACTIONS

En Set

18 Point — Put up in 1 lb. fonts

$\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}\ \frac{1}{3}\ \frac{2}{3}\ \frac{1}{8}\ \frac{3}{8}\ \frac{5}{8}\ \frac{7}{8}\ \frac{1}{6}\ \frac{5}{6}$

14 Point — Put up in 1 lb. fonts

$\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}\ \frac{1}{3}\ \frac{2}{3}\ \frac{1}{8}\ \frac{3}{8}\ \frac{5}{8}\ \frac{7}{8}\ \frac{1}{6}\ \frac{5}{6}$

12 Point — Put up in 1 lb. fonts

$\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}\ \frac{1}{3}\ \frac{2}{3}\ \frac{1}{8}\ \frac{3}{8}\ \frac{5}{8}\ \frac{7}{8}\ \frac{1}{6}\ \frac{5}{6}$

10 Point — Put up in 1 lb. fonts

$\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}\ \frac{1}{3}\ \frac{2}{3}\ \frac{1}{8}\ \frac{3}{8}\ \frac{5}{8}\ \frac{7}{8}\ \frac{1}{6}\ \frac{5}{6}$

8 Point — Put up in 1 lb. fonts

$\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}\ \frac{1}{3}\ \frac{2}{3}\ \frac{1}{8}\ \frac{3}{8}\ \frac{5}{8}\ \frac{7}{8}\ \frac{1}{6}\ \frac{5}{6}$

6 Point — Put up in 1 lb. fonts

$\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}\ \frac{1}{3}\ \frac{2}{3}\ \frac{1}{8}\ \frac{3}{8}\ \frac{5}{8}\ \frac{7}{8}\ \frac{1}{6}\ \frac{5}{6}$

CENTURY OLDSTYLE FRACTIONS

Em Set

All fonts contain same number of characters

18 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8

14 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8

12 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

10 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

8 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

6 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6 5/6

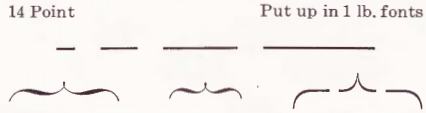
CENTURY OLDSTYLE BRACES AND DASHES

All fonts contain same number of characters

18 Point — Put up in 1 lb. fonts



14 Point — Put up in 1 lb. fonts



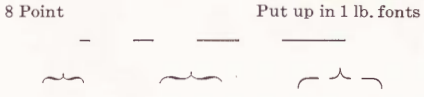
12 Point — Put up in 1 lb. fonts



10 Point — Put up in 1 lb. fonts



8 Point — Put up in 1 lb. fonts



6 Point — Put up in 1 lb. fonts



TYPOGRAPHIC ACCESSORIES

REFERENCES No. 1

En Set except Fists

18 Point — Put up in ½ lb. fonts



14 Point — Put up in ½ lb. fonts



12 Point — Put up in ½ lb. fonts



10 Point — Put up in ½ lb. fonts



8 Point — Put up in ½ lb. fonts



6 Point — Put up in ½ lb. fonts



7, 9 and 11 Point carried in stock only at Foundry

COMMERCIAL MARKS No. 1

Em Set except Cent Mark

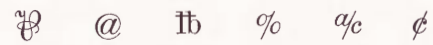
18 Point — Put up in 1 lb. fonts



14 Point — Put up in 1 lb. fonts



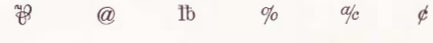
12 Point — Put up in 1 lb. fonts



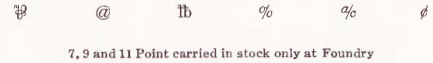
10 Point — Put up in 1 lb. fonts



8 Point — Put up in 1 lb. fonts



6 Point — Put up in 1 lb. fonts



7, 9 and 11 Point carried in stock only at Foundry

BRACES AND DASHES No. 1

18 Point — Put up in 1 lb. fonts



12 Point — Put up in 1 lb. fonts



8 Point — Put up in 1 lb. fonts



14 Point — Put up in 1 lb. fonts



10 Point — Put up in 1 lb. fonts



6 Point — Put up in 1 lb. fonts



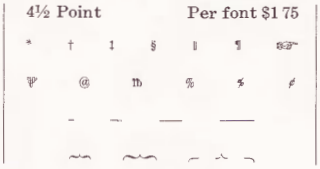
5½, 7, 9 and 11 Point carried in stock only at Foundry

CENTURY EXPANDED SIDE SORTS

4 Point — Per font $1 50



4½ Point — Per font $1 75



5 Point — Per font $2 00



TYPOGRAPHIC ACCESSORIES

FRACTIONS NO. 1

Em Set

18 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

14 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

12 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

10 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

8 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

6 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

7, 9 and 11 Point carried in stock only at Foundry

FRACTIONS NO. 2

Em Set

18 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

14 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

12 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

10 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

8 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

6 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

7, 9 and 11 Point carried in stock only at Foundry

FRACTIONS NO. 4

Em Set

12 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

10 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

8 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

6 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

FRACTIONS NO. 5

En Set

18 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

14 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

12 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

10 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

8 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

6 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/6

7, 9 and 11 Point carried in stock only at Foundry

FRACTIONS NO. 8

En Set

12 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/5 2/5 3/5 4/5 1/6

10 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/5 2/5 3/5 4/5 1/6

8 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/5 2/5 3/5 4/5 1/6

6 Point — Put up in 1 lb. fonts

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8 1/5 2/5 3/5 4/5 1/6

FRACTIONS NO. 9

En Set

12 Point — Put up in 1 lb. fonts

1/16 3/16 5/16 7/16 9/16 11/16 13/16 15/16

10 Point — Put up in 1 lb. fonts

1/16 3/16 5/16 7/16 9/16 11/16 13/16 15/16

8 Point — Put up in 1 lb. fonts

1/16 3/16 5/16 7/16 9/16 11/16 13/16 15/16

6 Point — Put up in 1 lb. fonts

1/16 3/16 5/16 7/16 9/16 11/16 13/16 15/16

Caslon No. 540 Figures Shown with Fractions No. 2 and Cent and Per Cent Marks

$8.95	10¢	35%	66⅓
33⅓	$2.96	12¢	25%
99%	78¢	$1.58	22½
47¢	$3.98	16¾	50%

TYPOGRAPHIC ACCESSORIES

THREE POINT NEW METAL BRACES

3 Point — Per dozen of any one size $0 85 — Per font $1 80

312 315 318 321 324 327 330 333 336 339
342 348 351 354 360 366
369 372 378 384
387 390 396

Made in 12, 15, 18, 21, 24, 27, 30, 33, 36, 39, 42, 48, 51, 54, 60, 66, 69, 72, 78, 84, 87, 90 and 96 Point lengths

The last two figures of each number indicate the length of brace in points

FOUR POINT NEW METAL BRACES

4 Point — Per dozen of any one size $0 85 — Per font $1 80

412 416 420 424 428 432 436 440 444 448
452 456 460 464 468
472 480 484
488 496

Made in 12, 16, 20, 24, 28, 32, 36, 40, 44, 48, 52, 56, 60, 64, 68, 72, 80, 84, 88 and 96 Point lengths

The last two figures of each number indicate the length of brace in points

SIX POINT NEW METAL BRACES

6 Point — Per dozen of any one size $0 70 — Per font $1 45

612 618 624 630 636 642 648 654
660 666 672 678
684 690 696

Made in 12, 18, 24, 30, 36, 42, 48, 54, 60, 66, 72, 78, 84, 90 and 96 Point lengths

The last two figures of each number indicate the length of brace in points

SIX POINT METAL BRACES

6 Point — Per dozen of any one size $0 60 — Per font $1 45

1 2 3 4 5 6

Font contains six of each. The number also indicates the length of each brace in 12 Point ems

SIX POINT BRACES AND DASHES NO. 2

6 Point — Per font $1 80

1 2 3 4 5 6 7 8 10 11
9 12

Font contains eight each Nos. 1 to 7, four each Nos. 8 to 12

Nos. 1 to 7 are for piecing. Nos. 8, 9, 10, 11 and 12 are complete and are 2, 3, 4, 5 and 6 ems respectively

COPPER ALLOY IMPRINTS

Cast in one piece; ① any of the faces here shown at the following prices:

Cost of Matrix:—10 characters or less $3.00; each additional character 25c. Count each letter, figure or point as one character.

EXAMPLE:

JOHN SMITH & CO., 525-527 MAIN ST., PROVIDENCE, R. I.=44 characters, total $11.50

PRICE FOR CASTING IMPRINTS

These prices in addition to cost of matrices. Type cast from Imprint Matrices on 6 Point or smaller body.

	50	100	200 OR MORE PER 100
72 Point set or less	$3 50	$6 00	$5 50
73 Point set to 108 Point set	5 00	8 75	8 25
109 Point set to 144 Point set	6 50	11 60	10 80
145 Point set to 180 Point set	8 80	14 50	13 75
181 Point set to 216 Point set	9 50	17 50	16 75
217 Point set to 240 Point set	11 00	20 50	19 75

Double or triple line imprints are charged as if each line were a separate imprint.

①Maximum length:—6 Point body, 240 points; 4 or 5 Point body, 96 points

STYLE OF IMPRINTS

Style 10—ARTS PRINTING CO., TROY
Style 11—WYNDHAM PRESS, UTICA
Style 12—EAGLERS PUBLISHING CO.
Style 13—HENRY STILMAN, PRINTER
Style 14—THE HARTSMAN PRESS
Style 15—STANDARD PRINTING COMPANY
Style 16—BRONX PRINT SHOP
Style 17—HOWES PRINTING CO., N.Y.
Style 18—PRESS OF W. H. SMITH

TYPOGRAPHIC ACCESSORIES

Superior and Inferior Letters and Figures

The font prices quoted below are for single fonts of either Superior Letters, Inferior Letters, Superior Figures or Inferior Figures

12 Point No. 150 — Per font $1 75

abcdefghijklmnopqrst 1234567890 abcdefghijklmnopqrst 1234567890

10 Point No. 150 — Per font $2 10

abcdefghijklmnopqrstuv 1234567890 abcdefghijklmnopqrstuv 1234567890

8 Point No. 150 — Per font $2 40

abcdefghijklmnopqrstuvwxy 1234567890 abcdefghijklmnopqrstuvwxy 1234567890

6 Point No. 150 — Per font $3 05

abcdefghijklmnopqrstuvwxy 1234567890 abcdefghijklmnopqrstuvwxy 1234567890

5½, 7, 9 and 11 Point carried in stock only at Foundry

Piece Fractions

12 Point No. 120 — Per font $2 90

1 2 3 4 5 6 7 8 9 0 / 1 2 3 4 5 6 7 8 9 0

2/5 3/16 5/36 13/68 9/100 33/100

10 Point No. 120 — Per font $3 85

1 2 3 4 5 6 7 8 9 0 / 1 2 3 4 5 6 7 8 9 0

2/5 3/20 4/68 7/90 9/10 24/160 45/200

8 Point No. 120 — Per font $4 95

1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0

1/4 2/5 3/17 6/45 53/38 8/150 31/197 97/420

6 Point No. 120 — Per font $6 65

1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0

5/8 3/7 7/9 4/47 5/38 8/45 23/74 6/100 24/130 93/230 32/234

7, 9 and 11 Point carried in stock only at Foundry

Superior and Inferior Fractions

12 Point — Per font $1 75

$25^{14}/_{25}$ 1234567890 1234567890 / $36^{28}/_{57}$

10 Point — Per font $2 10

$38^{50}/_{85}$ 1234567890 1234567890 / $20^{19}/_{26}$

8 Point — Per font $2 40

$35^{19}/_{47}$ 1234567890 1234567890 / $46^{21}/_{46}$

6 Point — Per font $3 05

$14^{35}/_{61}$ 1234567890 1234567890 / $35^{58}/_{64}$

7, 9 and 11 Point carried in stock only at Foundry

Self-Spacing Piece Fractions

These fonts are supplied with spaces and can be used with any type

12 Point Self-Spacing Oldstyle No. 26 — Per font $3 50

$12^{11}/_{32}$ 1234567890 1234567890 1234567890 1234567890 $49^{5}/_{16}$

11 Point Self-Spacing Oldstyle No. 25 — Per font $3 50

$24^{11}/_{32}$ 1234567890 1234567890 3/7 4/5 1234567890 1234567890 $18^{7}/_{16}$

10 Point Self-Spacing Oldstyle No. 24 — Per font $3 50

$90^{19}/_{32}$ 1234567890 1234567890 5/10 1/3 1234567890 1234567890 $94^{5}/_{16}$

9 Point Self-Spacing Oldstyle No. 28 — Per font $3 50

$73^{13}/_{32}$ 1234567890 1234567890 1/5 2/5 3/6 4/9 3/10 1234567890 1234567890 $37^{5}/_{16}$

8 Point Self-Spacing Oldstyle No. 22 — Per font $3 50

$24^{12}/_{55}$ 1234567890 1234567890 1/4 1/2 2/3 4/5 5/8 7/8 8/9 7/20 1234567890 1234567890 $56^{2}/_{16}$

6 Point Self-Spacing Oldstyle No. 27 — Per font $3 50

$42^{11}/_{32}$ 1234567890 1234567890 1/3 2/3 1/4 1/2 3/4 1/8 5/8 7/8 3/6 5/65 1234567890 1234567890 $33^{1}/_{16}$

12 Point Self-Spacing Roman No. 31½ — Per font $3 50

$60^{20}/_{32}$ 1234567890 1234567890 1234567890 1234567890 $14^{9}/_{16}$

11 Point Self-Spacing Roman No. 21½ — Per font $3 50

$45^{11}/_{32}$ 1234567890 1234567890 1234567890 1234567890 $21^{8}/_{16}$

10 Point Self-Spacing Roman No. 17½ — Per font $3 50

$72^{13}/_{32}$ 1234567890 1234567890 2/9 4/5 1234567890 1234567890 $36^{7}/_{16}$

9 Point Self-Spacing Roman No. 32½ — Per font $3 50

$32^{12}/_{32}$ 1234567890 1234567890 5/6 9/10 1234567890 1234567890 $23^{6}/_{16}$

8 Point Self-Spacing Roman No. 18½ — Per font $3 50

$19^{11}/_{32}$ 1234567890 1234567890 1/8 3/5 5/6 6/7 7/10 9/20 10/20 1234567890 1234567890 $84^{5}/_{16}$

7 Point Self-Spacing Roman No. 23½ — Per font $3 50

$39^{11}/_{16}$ 1234567890 1234567890 1/6 2/3 3/5 5/6 6/7 7/8 8/9 9/10 10/11 15/36 1234567890 1234567890 $93^{2}/_{16}$

6 Point Self-Spacing Roman No. 20½ — Per font $3 50

$202^{0}/_{32}$ 1234567890 1234567890 1/3 2/3 1/4 3/4 3/5 5/6 6/7 7/8 8/9 9/10 10/11 11/12 18/52 1234567890 1234567890 $40^{1}/_{16}$

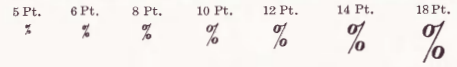
JOB FACE PER CENT MARKS

SERIES NO. 1, THIN

Font A

Containing 16 characters of each size — Per font $1 10

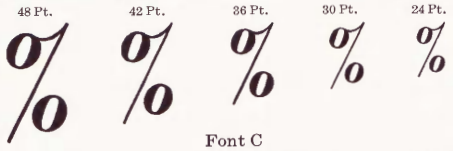
5 Pt. 6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt. 18 Pt.



Font B

Containing 5 characters of each size — Per font $1 10

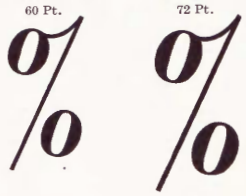
48 Pt. 42 Pt. 36 Pt. 30 Pt. 24 Pt.



Font C

Containing 3 characters of each size — Per font $0 70

60 Pt. 72 Pt.

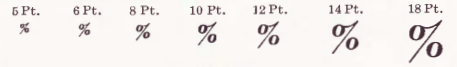


SERIES NO. 2, THICK

Font D

Containing 8 characters of each size — Per font $1 10

5 Pt. 6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt. 18 Pt.



Font E

Containing 3 characters of each size — Per font $1 10

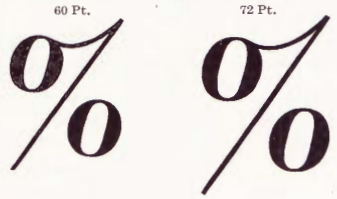
48 Pt. 42 Pt. 36 Pt. 30 Pt. 24 Pt.



Font F

Containing 2 characters of each size — Per font $0 70

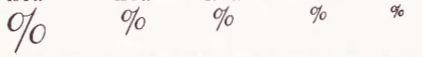
60 Pt. 72 Pt.



PER CENT AND CENT MARKS

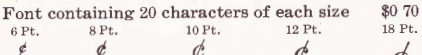
Font containing 10 characters of each size — $0 70

18 Pt. 12 Pt. 10 Pt. 8 Pt. 6 Pt.

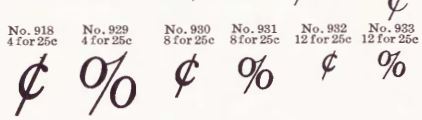


Font containing 20 characters of each size — $0 70

6 Pt. 8 Pt. 10 Pt. 12 Pt. 18 Pt.



No. 918 4 for 25c — No. 929 4 for 25c — No. 930 8 for 25c — No. 931 8 for 25c — No. 932 12 for 25c — No. 933 12 for 25c



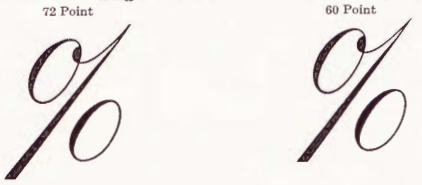
Font containing 4 characters of each size — $0 70

48 Point 36 Point 24 Point



Font containing 2 characters of each size — $0 70

72 Point 60 Point



PIECE ACCENTS

12 Point No. 6 — Per font $1 80



12 Point — Per font $1 80



12 Point No. 2 — Per font $1 45



10 Point No. 2 — Per font $1 45



9 Point — Per font $1 60



8 Point No. 2 — Per font $1 45



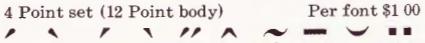
6 Point — Per font $1 45



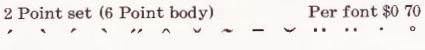
6 Point No. 2 — Per font $1 45



4½ Point No. 2 — Per font $1 45



4 Point set (12 Point body) — Per font $1 00



2 Point set (6 Point body) — Per font $0 70



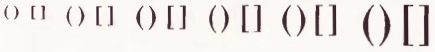
PARENTHESES AND BRACKETS

6 TO 18 POINT

BODONI

Per font $0 70

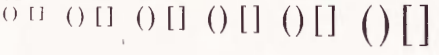
6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt. 18 Pt.



BODONI BOOK

Per font $0 70

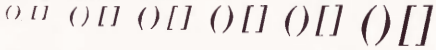
6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt. 18 Pt.



BODONI ITALIC

Per font $0 70

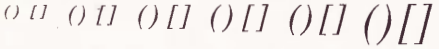
6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt. 18 Pt.



BODONI BOOK ITALIC

Per font $0 70

6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt. 18 Pt.



Bodoni Quotation Marks

6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt.

18 Point 24 Point 30 Point

36 Point 42 Point

48 Point 60 Point

72 Point

Heavyface Quotation Marks

Series No. 2

6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt.

18 Point 24 Point 30 Point

36 Point 48 Point

60 Point

72 Point

Fonts of both Heavyface and Bodoni Quotation Marks contain the following number of each (right and left) of the different characters, the first figure representing the single quotes and the second figure representing the double quotes: 6 pt., 17–55; 8 pt., 15–45; 10 Pt., 13–41; 12 pt., 10–32; 14 pt., 8–25; 18 pt., 5–16; 24 pt., 4–13; 30 pt., 5–16; 36 pt., 3–12; 48 pt., 2–6; 60 pt., 2–4; 72 pt., 1–3.

Put up in separate fonts of each body. Sizes 6 Point to 24 Point inclusive, 40 cents per font; 30 Point to 72 Point, 70 cents per font.

Auxiliaries for New Caslon

48 Point — Per font $1 10

The above characters are also to be had in fonts in the following sizes:

14 Point..... Per font $0 70
24 Point..... Per font 70
30 Point..... Per font $0 70
36 Point..... Per font 1 10
42 Point..... Per font $1 10

18 Point — Per font $0 70

The above characters are also to be had in fonts in the following sizes:

6 Point..... Per font $0 70
8 Point..... Per font 70
10 Point..... Per font $0 70
12 Point..... Per font 70

Job Commercial Signs

12 Point — Per font $0 70

1 7 6 16 2

18 Point — Per font $0 70

1 2 4 8 3

30 Point — Per font $0 70

1 2 3

36 Point — Per font $0 70

1 2 3

Heavy Mathematical Signs

18 Point — Per font $0 70

1 2 3 4

5 6 7 8 9

The above characters are also to be had in fonts in the following sizes:

12 Point..Per font $0 70
14 Point..Per font 70
24 Point..Per font $1 10
36 Point..Per font 1 10

Arrows

For Advertising Purposes. Per font $1 45

10 11 12 13 14 15 16

5 6 7 9 8 4 2 3 1

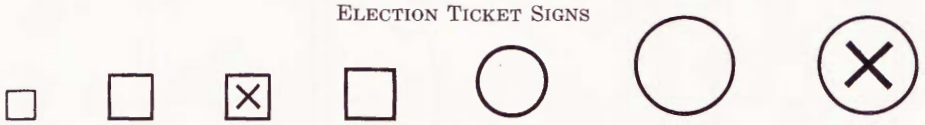
Recipe Marks

1E 12 for 25c
2E 12 for 25c
4E 12 for 25c
8E 4 for 25c
9E 3 for 25c
10E 2 for 30c
7E 4 for 25c
6E 12 for 25c
5E 12 for 25c
3E 12 for 25c
11E 8 for 25c
12E 8 for 25c
15E 12 for 25c
14E 12 for 25c
13E 12 for 25c



2420F 4 for 25c
2412F 4 for 25c
2410F 2 for 30c
1999A 2 for 30c
12D 2 for 30c
2415F 2 for 30c
1991A 4 for 25c

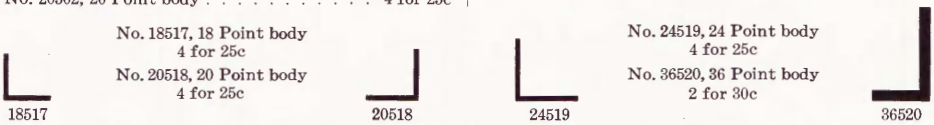
Election Ticket Signs



12055 18055 18509 20502 30022 42502 42503

No. 12055, 12 Point body . . . . . 12 for 25c
No. 18055, 18 Point body . . . . . 4 for 25c
No. 18509, 18 Point body . . . . . 4 for 25c
No. 20502, 20 Point body . . . . . 4 for 25c

No. 30022, 30 Point body . . . . . 2 for 30c
No. 42502, 42 Point body . . . . . each 25c
No. 42503, 42 Point body . . . . . each 25c



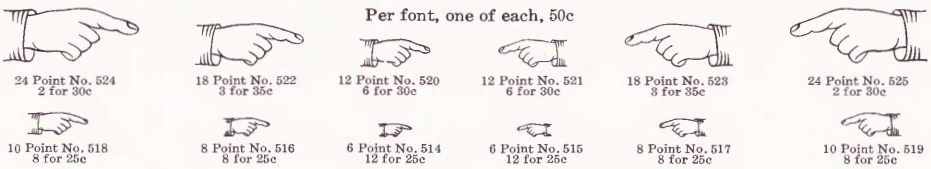
No. 18517, 18 Point body 4 for 25c
No. 20518, 20 Point body 4 for 25c
No. 24519, 24 Point body 4 for 25c
No. 36520, 36 Point body 2 for 30c

18517 20518 24519 36520

A circular showing Special Election Emblems used by various States will be furnished on request

Cast Index Cuts

Per font, one of each, 50c



24 Point No. 524 2 for 30c
18 Point No. 522 3 for 35c
12 Point No. 520 6 for 30c
12 Point No. 521 6 for 30c
18 Point No. 523 3 for 35c
24 Point No. 525 2 for 30c
10 Point No. 518 8 for 25c
8 Point No. 516 8 for 25c
6 Point No. 514 12 for 25c
6 Point No. 515 12 for 25c
8 Point No. 517 8 for 25c
10 Point No. 519 8 for 25c

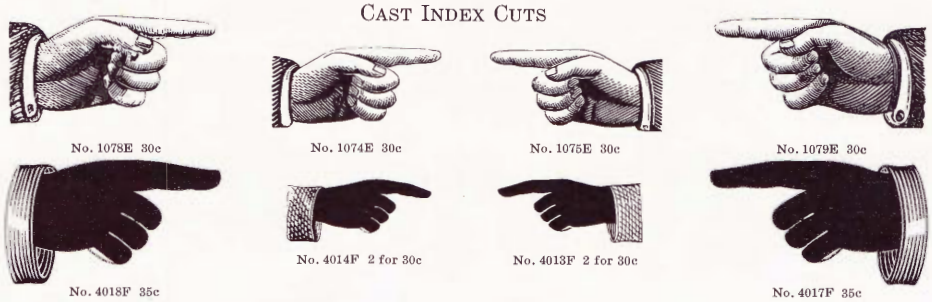
Fonted Index Cuts

Per font, one of each, 65c



No. 4011F 3 for 35c
No. 4010F 3 for 35c
No. 4008F 3 for 30c
No. 4007F 3 for 30c
No. 4009F 3 for 35c
No. 4012F 3 for 35c
No. 4006F 6 for 30c
No. 4003F 6 for 30c
No. 4001F 8 for 25c
No. 4002F 8 for 25c
No. 4004F 6 for 30c
No. 4005F 6 for 30c

Cast Index Cuts



No. 1078E 30c
No. 1074E 30c
No. 1075E 30c
No. 1079E 30c
No. 4018F 35c
No. 4014F 2 for 30c
No. 4013F 2 for 30c
No. 4017F 35c

CHESSMEN

16 Point — Per font $4 75



16 Point Chessmen makes board 11 2-3 ems square

24 Point Chessmen (board 17 ems square) Per font $6 45 — 20 Point Chessmen (board 14 1-3 ems square) Per font $6 45

(Prices include One Set of Brass Rules for Border)

CHECKERS

24 Point — Per font $4 75



24 Point Checkers makes board 17 ems square

20 Point — Per font $4 75



20 Point Checkers makes board 14 1-3 ems square

11 Point — Per font $3 00



11 Point Checkers makes board 8 1-3 ems square

16 Point — Per font $4 75

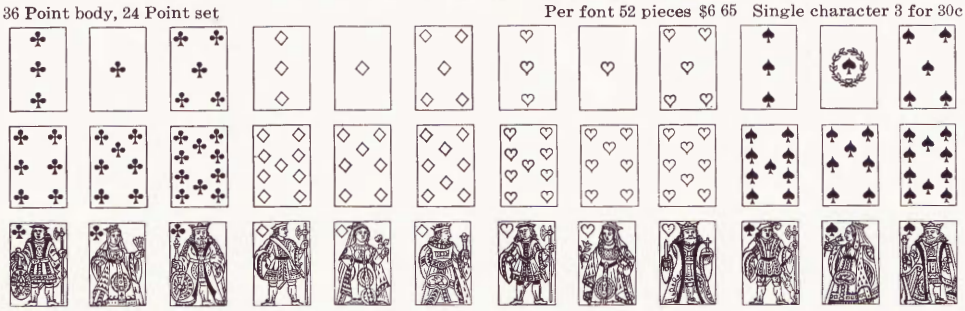


16 Point Checkers makes board 11 2-3 ems square

(Prices include One Set of Brass Rules for Border)

CARD PIPS, SERIES NO. 2

36 Point body, 24 Point set — Per font 52 pieces $6 65 — Single character 3 for 30c



CARD INDICATORS

SERIES NO. 1

No. 82½ 2 for 30c — No. 83½ 2 for 30c — No. 84½ 2 for 30c — No. 85½ 2 for 30c



Set of four 50c

No. 918E 25c — No. 919E 25c — No. 920E 25c — No. 921E 25c



Set of four 75c

SERIES NO. 2

24 Point — Per font $3 65



SERIES NO. 3

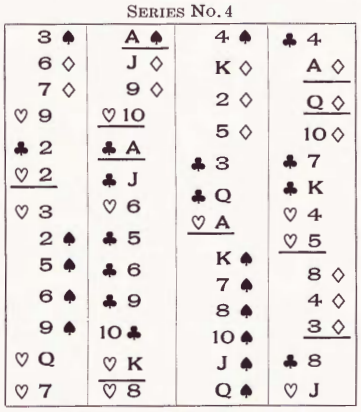
10 Pt. Per font $1 95

12 Pt. Per font $1 95



Cast to order on 10 Point or 12 Point body

SERIES NO. 4



6 Point No. 4 Per font $3 50

Complete for two hands with rules, leads and spaces

WHIST MARKERS

18 Point

Per lb. $0 90



Baseball Blanks

18 Point Baseball Blanks — Per font $1 10

Contains 72 type—all 18 Point set



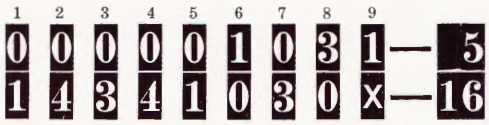
Also made in 12 Point — Per font $0 70

Contains 90 type—all 12 Point set

In order to save time in printing editions where forms are stereotyped, total runs may be stamped in the blanks by reversed dies.

Baseball Figures

18 Point Baseball Figures — Per font $2 20



Font contains 56 figure 1, 20 figure 2, 16 figure 3, 14 figure 4, 12 figure 5, 10 each figures 6, 7, 8, 9, and 120 figure 0, 6 character x, and 12 en blanks—all 9 Point set.

Also made in 12 Point — Per font $1 45

Font contains 66 figure 1, 24 figure 2, 20 figure 3, 18 figure 4, 16 figure 5, 10 each figures 6, 7, 8, 9, and 154 figure 0, 8 character x, and 16 en blanks—all 6 Point set.

Five-Pointed Black Stars



Each body from 5 Point to 12 Point is put up in font containing 50 type ..... Per font 70c each

No. 211F (14 Pt.) and No. 212F (18 Pt.) are put up in fonts each containing 30 type ..... Per font 70c each

Nos. 213F and 214F (24 Pt.) and No. 215F (30 Pt.) are put up in fonts each containing 15 type ..... Per font 70c each

Also made in 36, 48, 60 and 72 Point sizes

Five-Pointed Outline Stars



Each body from 8 to 18 Point is put up in font containing 50 type. Per font 70c each

Nos. 233F (24 Pt.), 234F (30 Pt.) and 235F (36 Pt.) are put up in fonts each containing 10 type. Font 70c each. Also made in 42, 48 and 60 Point.

Parentheses and Brackets for Job Faces



60 Point Extra Bold — 60 Point Bold — 60 Point Medium — 60 Point Light — 60 Point Italic

This series of Parentheses and Brackets is made in four weights in the roman and one weight in the italic, as indicated above. Each weight is put up in fonts. When ordering, give the series number.

Extra Bold—Series No. 44, contains only 54, 60 and 72 point right and left characters $1 80
Extra Bold—Series No. 43, contains only 36, 42 and 48 point right and left characters 1 30
Extra Bold—Series No. 42, contains only 14, 18, 24 and 30 point right and left characters 1 10
Extra Bold—Series No. 41, contains only 5, 6, 8, 9, 10 and 12 point right and left characters 70
Bold—Series No. 34, contains only 54, 60 and 72 point right and left characters 1 80
Bold—Series No. 33, contains only 36, 42 and 48 point right and left characters 1 30
Bold—Series No. 32, contains only 14, 18, 24 and 30 point right and left characters 1 10
Bold—Series No. 31, contains only 5, 6, 8, 9, 10 and 12 point right and left characters 70
Medium—Series No. 24, contains only 54, 60 and 72 point right and left characters 1 80
Medium—Series No. 23, contains only 36, 42 and 48 point right and left characters 1 30
Medium—Series No. 22, contains only 14, 18, 24 and 30 point right and left characters 1 10
Medium—Series No. 21, contains only 5, 6, 8, 9, 10 and 12 point right and left characters 70
Light—Series No. 14, contains only 54, 60 and 72 point right and left characters 1 80
Light—Series No. 13, contains only 36, 42 and 48 point right and left characters 1 30
Light—Series No. 12, contains only 14, 18, 24 and 30 point right and left characters 1 10
Light—Series No. 11, contains only 5, 6, 8, 9, 10 and 12 point right and left characters 70
Italic—Series No. 53, contains only 36, 48 and 60 point right and left characters 1 60
Italic—Series No. 52, contains only 14, 18, 24 and 30 point right and left characters 1 15
Italic—Series No. 51, contains only 6, 8, 10 and 12 point right and left characters 70

TYPOGRAPHIC ACCESSORIES

TIME-TABLE FIGURES

5 Point No. 31 — Lightface / Both en set / Heavyface — 5 Point No. 32

10	10	0	Lv.....KANSAS CITY.....Ar	760	5	45
10	30	6	..... Kansas City Junc.....	754	5	25
10	45	11	.....Leeds.....	749	5	09
11	00	18	..... Dodson	742	4	56
11	19	25	..... Martin City	735	4	37
11	42	34	..... Stillwell.....	726	4	20
11	59	43	.....Chiles.....	717	3	53
12	08	45	.....Wagstaff.....	714	3	47
12	23	51	.....Cedar Springs.....	700	3	27

6 Point No. 31 — Lightface / Both en set / Heavyface — 6 Point No. 32

8	07	0	Lv....LOUISVILLE....Ar	273	5	42
8	27	6	..... New Albany	267	5	22
8	39	12	.....Edwardsville.....	261	5	07
9	00	21	..... Crandall	252	4	47
.....		22	..... Mott	251	.....	
9	06	23	... Corydon Junction ...	249	4	43
9	13	26	..... Ramseys	246	4	28
9	20	31	..... De Pauw	243	4	25
9	31	33	..... Milltown	239	4	20
9	52	42	..... Temple.....	238	4	32
10	00	45	.....English.....	227	3	55
10	12	48	..... Lamar	212	3	35

8 Point No. 31 — Lightface / Both en set / Heavyface — 8 Point No. 32

3	45		Lv..... ST. LOUIS .....Ar	11	48	
3	10		..... Alton	12	15	
2	45		..... Texas Junction	.....		
1	15		.....Clarksville.....	2	12	
12	55		..... Louisiana	2	32	
12	12		Ar.....Hannibal.....Lv	3	15	
10	49		Lv.....Hannibal.....Ar	3	55	
10	12		.....Palmyra.....	4	42	
9	49		..... Ely	4	59	
9	12		..... Lakenan	5	35	
8	46		..... Shelbina	5	46	
8	22		.....Macon.....	6	31	

Both series also furnished in 5½ point and 7 point to order

6 Point Ionic No. 522

Figures, 5 Point set

Can be cast on four-fifth body if desired

199	Lv. PERU	6 05pm
134	Lv. Portland.....	10 00pm
125	Lv. North Manchester ...	12 30pm
205	Lv. Auburn	1 06pm
413	Lv. Butler.....	1 08pm
239	Lv. Montpelier	1 09pm
399	Lv. Adrian	1 46pm
397	Lv. DETROIT	8 28pm
666	Lv. Windsor	9 54pm
644	Lv. Chatham.....	9 55pm

Can also be furnished in 5 point with 4 point set figures

6 Point Antique No. 525

Figures, 5 Point set

Can be cast on four-fifth body if desired

10 00pm	Ar.....Gevena.....Lv	4 00am
10 12pm	Ar.....DeKalb.....Lv	4 05am
10 22pm	Ar..... Dixon Lv	4 10am
2 45pm	Ar..... Boone Lv	4 21am
2 55pm	Ar.....Jefferson....Lv	4 50am
2 58pm	Ar. Cedar Rapids..Lv	4 55am
3 00pm	Ar....Columbus....Lv	5 45am
3 04pm	Ar..Grand Island..Lv	5 59am
3 10pm	Ar...Des Moines...Lv	10 22am
3 24pm	Ar. Missouri Junct.Lv	10 55am

Can also be furnished in 5½ point with 4 point set figures

6 Point Century Expanded. Figures en set

6 Point Clarendon Time-Table Figures, en set

AM		PM	LV	AR	PM	AM
8	40	6 30	BURLINGTON.....	10 45	8	15
8	58	.....	Latty.....	.....	.....	
9	15	7 01	Mediapolis.....	10 14	7	40
9	31	7 15	MORNING SUN.....	9 55	7	25
9	48	7 30	Wadello.....	9 40	7	15
10	15	7 51	COLUMBUS JUNC....	9 15	6	52
10	50	8 20	NICHOLS.....	9 46	6	25

TIME-TABLE LOGOTYPES

These logotypes are sold in quantities of one pound or more per character

Can be cast on any wider set

5 Point

5 Point set: AM 6 — PM 7 — AM 8 — PM 9 — LV 120 — AR 121

6 Point set: AM 11 — PM 12 — AM 13 — PM 14

6½ Point set: am 15 — pm 16

7 Point set: AM 17 — PM 18 — AR 19 — LV 20 — am 98 — pm 99

7½ Point set: am 122 — pm 123 — Lv 124 — Ar 125

10 Point set: AM 126 — PM 127 — Lv 128 — Ar 129

TIME-TABLE REFERENCES

2½ Point set: ¶ 1 — § 2 — † 3 — * 4 — ‡ 5

5 Point set: " 10

Can be cast on 5½ Point or 6 Point body or any wider set

5½ Point

5½ Point set: AM 26 — PM 27

TIME-TABLE REFERENCES

2¾ Point set: * 21 — † 22 — ‡ 23 — § 24 — ‖ 25

6 Point

6 Point set: AM 37 — PM 38 — am 39 — pm 40 — Lv 41 — Ar 42 — n't 43 — n/n 44 — a m 100 — p m 101 — n n 102 — n t 103 — AM 104 — PM 105

7½ Point set: am 45 — pm 46

8 Point set: AR 106 — LV 107 — am 108 — pm 109 — am 110 — pm 111

9 Point set: A.M. 47 — P.M. 48 — AM 112 — PM 113

11 Point set: AM 49 — PM 50

12 Point set: am 51 — pm 52 — n'n 53 — n't 54 — AM 67 — PM 68

18 Point set: A.M. 55 — P.M. 56 — 1 Mile 130

36 Point set: AM 69 — PM 70

53 Point set: Stations. 131

TIME-TABLE REFERENCES

3 Point Set: * 28 — † 29 — ‡ 30 — § 31 — ‖ 32 — A M 33 — P M 34

5 Point set: " 35 — " 36

8 Point

4 Point set: a m 114 — p m 115

8 Point set: Ar 116 — Lv 117 — AM 118 — PM 119

12 Point set: AM 57 — PM 58

18 Point set: A.M. 59 — P.M. 60

48 Point set: STATIONS. 71

18 Point

32 Point set: DAILY EXCEPT SUNDAY 65 — DAILY EXCEPT MONDAY 66

SPECIAL LOGOTYPES

5½ Point

3 Point set: A M 78 — P M 79

8 Point set: AM 76 — PM 77

6 Point

6 Point set: AM 80 — PM 81 — Ar. 82 — Lv. 83

12 Point set: am 84 — pm 85 — A.M 86 — P.M 87

18 Point set: A. M. 88 — P. M. 89 — A.M. 90 — P.M. 91

8 Point

3 Point set: P M 134 — A M 148

4 Point set: P M 92 — A M 93

8 Point set: Lv. 94 — Ar. 95

10 Point set: A.M. 135 — P.M. 136 — A.M. 137 — P.M. 138

12 Point set: A.M. 96 — P.M. 97

14 Point set: M. 139 — A.M. 140 — P.M. 141

15 Point set: A.M. 142 — P.M. 143

21 Point set: M. 144 — A.M. 145 — P.M. 146

26 Point set: M. 147

12 Point

3 Point set: A M 148 — P M 149

12 Point set: Lv 132 — Ar 133

32 Point set: Ex. Sun. 74 — Daily. 75

DAILY 61 — SUNDAY ONLY 62

DAILY EX. SUN. 63 — DAILY EX. MON. 64

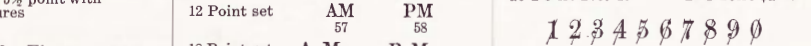
36 Point set: EXCEPT 72 — EXCEPT 73

CANCELED FIGURES

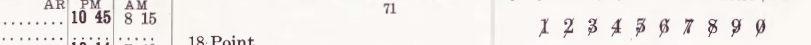
11 Point No. 40 — Per font $1 45



10 Point No. 40 — Per font $1 45



9 Point No. 40 — Per font $1 45



8 Point No. 40 — Per font $1 45



PRIORY PARAGRAPH MARKS

Font No. 11
(Containing 8, 10, 12, 14, 18, 24 and 30 Point sizes) $1 50
Font No. 12
(Containing 36, 42, 48, 60 and 72 Point sizes) $1 50



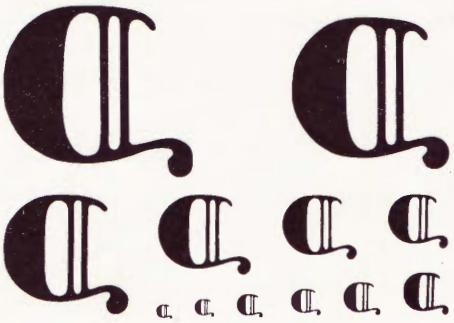
PRIORY OPEN PARAGRAPH MARKS

Font No. 13
(Containing 8, 10, 12, 14, 18, 24 and 30 Point sizes) $1 50
Font No. 14
(Containing 36, 42, 48, 60 and 72 Point sizes) $1 50



CASLON TEXT PARAGRAPH MARKS

Font No. 21
(Containing 6, 8, 10, 12, 14, 18, 24 and 30 Pt. sizes) $1 50
Font No. 22
(Containing 36, 48, 60 and 72 Point sizes) $1 50



DORSEY PARAGRAPH MARKS

Font No. 31
(Containing 6, 8, 10, 12, 14, 18, 24 and 30 Pt. sizes) $1 50
Font No. 32
(Containing 36, 48, 60 and 72 Point sizes) $1 50



CHELTENHAM PARAGRAPH MARKS

Font No. 4
(Containing 6, 8, 10, 12, 14, 18, 24 and 30 Pt. sizes) $1 50
Font No. 5
(Containing 36, 42, 48, 60 and 72 Point sizes) $1 50



DELLA ROBBIA PARAGRAPH MARKS

Font No. 9
(Containing 6, 8, 10, 12, 14, 18, 24 and 30 Pt. sizes) $1 50
Font No. 10
(Containing 36, 42, 48, 54, 60 and 72 Point sizes) $1 50



BEWICK PARAGRAPH MARKS

Font No. 6
(Containing 6, 8, 10, 12, 18, 24 and 30 Point sizes) $1 50
Font No. 7
(Containing 36, 48, 60 and 72 Point sizes) $1 50



MINIATURE PERPETUAL CALENDAR LOGOTYPES

1927 CALENDAR 1927

JANUARY

S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	--	--	--	--	--

FEBRUARY

S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	--	--	--	--	--
--	--	--	--	--	--	--

MARCH

S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	--	--

APRIL

S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	--	--	--	--

JUNE

S	M	T	W	T	F	S
--	--	--	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	--	--

JULY

S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	--	--	--	--	--	--

AUGUST

S	M	T	W	T	F	S
--	--	--	--	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER

S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	--	--	--	--	--

OCTOBER

S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	--	--	--	--	--

NOVEMBER

S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	--	--	--

DECEMBER

S	M	T	W	T	F	S
--	--	--	--	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

American Type

Best in Any Case

CLELAND BORDER

MINIATURE
PERPETUAL
CALENDARS
Easy to Make Up

1929

JANUARY

S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	--	--

FEBRUARY

S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	--	--

MARCH

S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	--	--	--	--	--	--

APRIL

S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	--	--	--	--

MAY

S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	--	--	--	--	--

JUNE

S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	--	--	--	--	--	--

JULY

S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	--	--	--

AUGUST

S	M	T	W	T	F	S
--	--	--	--	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	--	--	--	--	--

OCTOBER

S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	--	--

NOVEMBER

S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	--	--	--	--

American Type Founders Company

TEAGUE BORDER

1925 CALENDAR 1925

JANUARY

S	M	T	W	T	F	S
--	--	--	--	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
--	--	--	--	--	--	--

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	--	--	--	--

1925 MARCH 1925

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

S	M	T	W	T	F	S
--	--	--	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	--	--
--	--	--	--	--	--	--

MAY

S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	--	--	--	--	--	--

JUNE

S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	--	--	--	--
--	--	--	--	--	--	--

JULY

S	M	T	W	T	F	S
--	--	--	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	--
--	--	--	--	--	--	--

AUGUST

S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	--	--	--	--	--

SEPTEMBER

S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	--	--	--
--	--	--	--	--	--	--

OCTOBER

S	M	T	W	T	F	S
--	--	--	--	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	--	--	--	--	--
--	--	--	--	--	--	--

DECEMBER

S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	--	--
--	--	--	--	--	--	--

Miniature Perpetual Calendar Logotypes in combination with Cheltenham Perpetual Calendar No. 23

BROCHURE BORDER

MINIATURE PERPETUAL CALENDAR LOGOTYPES are shown complete on page 609. They will work in combination with brass rule, borders and decorative material

AMERICAN TYPE FOUNDERS COMPANY

Gives Printers the Correct Material to Work With

1926 CALENDAR 1926

JANUARY

S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	--	--	--	--	--	--

FEBRUARY

S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	--	--	--	--	--	--
--	--	--	--	--	--	--

MARCH

S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	--	--	--
--	--	--	--	--	--	--

APRIL

S	M	T	W	T	F	S
--	--	--	--	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	--
--	--	--	--	--	--	--

MAY

S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	--	--	--	--	--

JUNE

S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	--	--	--
--	--	--	--	--	--	--

JULY

S	M	T	W	T	F	S
--	--	--	--	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
--	--	--	--	--	--	--

AUGUST

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	--	--	--	--
--	--	--	--	--	--	--

SEPTEMBER

S	M	T	W	T	F	S
--	--	--	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	--	--
--	--	--	--	--	--	--

OCTOBER

S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	--	--	--	--	--	--

NOVEMBER

S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	--	--	--	--	--	--

DECEMBER

S	M	T	W	T	F	S
--	--	--	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	--
--	--	--	--	--	--	--

BROCHURE BORDER

CHELTENHAM
PERPETUAL
CALENDARS

MADE in nine sizes, six to sixty point, in Cheltenham Bold and Cheltenham Bold Condensed. Fonts include brass rules for one month, one each of the date logotypes, seven blanks, one each of the day logotypes, and sufficient type, figures and spaces for every month in the year for twenty years. Perpetual Calendars carry the double date logotypes in all except the six and eight point sizes

1924			AUGUST			1924
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

ROMAN BORDER

Cheltenham Perpetual Calendars

12 Point Cheltenham
Perpetual Calendar No. 22
Price complete $2 00

1937 AUGUST 1937						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

10 Point
Cheltenham Perpetual
Calendar No. 21
Price complete $1 75

1936 NOVEMBER 1936						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

12 Point Cheltenham
Perpetual Calendar No. 12
Price complete $2 00

1930 DECEMBER 1930						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Prices and Sizes of Cheltenham Perpetual Calendars

6 Point No. 9, complete	$1 25
6 Point No. 19, complete	1 25
8 Point No. 10, complete	1 50
8 Point No. 20, complete	1 50
10 Point No. 11, complete	1 75
10 Point No. 21, complete	1 75
12 Point No. 12, complete	2 00
12 Point No. 22, complete	2 00
18 Point No. 13, complete	2 75
18 Point No. 23, complete	2 75
24 Point No. 14, complete	3 25
24 Point No. 24, complete	3 00
36 Point No. 15, complete	5 75
36 Point No. 25, complete	5 00
48 Point No. 16, complete	9 50
48 Point No. 26, complete	7 50
60 Point No. 17, complete	12 00
60 Point No. 27, complete	10 50

Made for Yearly Calendars in the following sizes and sold without the Brass Rule Border and Extra Characters

6 Point No. 109, complete	$4 00
6 Point No. 119, complete	3 00
8 Point No. 110, complete	4 50
8 Point No. 120, complete	4 00
10 Point No. 111, complete	6 25
10 Point No. 121, complete	5 50
12 Point No. 112, complete	8 00
12 Point No. 122, complete	7 00

AMERICAN BORDER

8 Point
Cheltenham Perpetual
Calendar No. 20
Price complete $1 50

1932 JUNE 1932						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

8 Point
Cheltenham Perpetual
Calendar No. 10
Price complete $1 50

1928 MARCH 1928						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

10 Point
Cheltenham Perpetual
Calendar No. 11
Price complete $1 75

1932 OCTOBER 1932						
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

6 Point
Cheltenham
Perpetual
Calendar No. 19
Price
complete $1 25

1929 MAY 1929						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

6 Point
Cheltenham
Perpetual
Calendar No. 9
Price complete $1 25

1931 APRIL 1931						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Yearly Calendar Fonts include only the logotypes from 1 to 31 with blanks and the logotypes for days of the week. Any suitable decorative material at hand may be used with the Calendar Figures

Cheltenham Perpetual Calendars carry the double date logotypes in all excepting the six and eight point sizes. Write to us for further information. Carried in stock and for sale at all of our Selling Houses

American Type Founders Co.

1928 SIX MONTH CALENDAR 1928

JANUARY						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

MARCH						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JUNE						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Suggestion showing figures of 6 Point Perpetual Calendar No. 119

ROSA BORDER

36 Point Cheltenham Perpetual Calendar No. 15 Price complete $5 75

1926 OCTOBER 1926						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

SUN
1
31
23/30

48 Point Cheltenham Perpetual Calendar No. 16 Price complete $9 50

1929 DECEMBER 1929						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Cheltenham Perpetual Calendars will prove a source off profit to the enterprising job printer

60 Point Cheltenham Perpetual Calendar No. 27 Price complete $10 50

1942 SEPTEMBER 1942						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

18 Point Cheltenham Perpetual Calendar No. 23 Price complete $2 75

1926 AUGUST 1926						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Su	3	10		24/31

18 Point Cheltenham Perpetual Calendar No. 13 Price complete $2 75

1932 JANUARY 1932						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

SUN	MON
TUE	WED
1	2
11	29
30	24/31

These Calendars are perpetual and may be used year after year, with no extra expense, by simply rearranging the figures and the months

60 Point Cheltenham Perpetual Calendar No. 17 Price complete $12 00

1932 NOVEMBER 1932

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

36 Point Cheltenham Perpetual Calendar No. 25 Price complete $5 00

1927 JANUARY 1927

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

1930 OCTOBER 1930

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

48 Point Cheltenham Perpetual Calendar No. 26 Price complete $7 50

24 Point Cheltenham Perpetual Calendar No. 14
Price complete $3 25

MON
7
25
23/30

1929 MARCH 1929

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

24 Point Cheltenham Perpetual Calendar No. 24
Price complete $3 00

1930 OCTOBER 1930

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

ROMAN BORDER

Miniature Perpetual Calendar Logotypes

Per font $4 70

Font consists of figure logotypes (Example 1) for 28-day, 29-day, 30-day and 31-day months sufficient to set any two consecutive years. These logotypes are of two sizes, 20x42 points having five lines of figures, and 24x42 points having six lines of figures. A supply of dotted spacer lines (Example 2) is included to justify to a uniform size of 24x42 points wherever necessary. Font also includes day-of-week logotypes (Example 3) 12x42 points, combination month and day-of-week logotypes (Example 4) 12x42 points, month logotypes (Example 5) 6x10 points and six sets of figures (Example 6) 2½ point set, to use for years in one of the styles where the year is set next to the day-of-week logotypes.

Quarter Case No. 3075 has the proper arrangement of boxes to hold this font.

(Example 1)

(Example 2)

(Example 3)

(Example 4)

JAN to DEC
(Example 5)

1 to 0
(Example 6)

The Hampden Press

341 Arlington Square

1929 CALENDAR 1929

JANUARY						
S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	--	--
--	--	--	--	--	--	--

FEBRUARY						
S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	--	--
--	--	--	--	--	--	--

MARCH						
S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	--	--	--	--	--	--

APRIL						
S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	--	--	--	--
--	--	--	--	--	--	--

MAY						
S	M	T	W	T	F	S
--	--	--	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	--
--	--	--	--	--	--	--

JUNE						
S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	--	--	--	--	--	--

JULY						
S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	--	--	--
--	--	--	--	--	--	--

AUGUST						
S	M	T	W	T	F	S
--	--	--	--	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
--	--	--	--	--	--	--

SEPTEMBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	--	--	--	--	--

OCTOBER						
S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	--	--

NOVEMBER						
S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
--	--	--	--	--	--	--

DECEMBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	--	--	--	--

1930 CALENDAR 1930

JANUARY						
S	M	T	W	T	F	S
--	--	--	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	--
--	--	--	--	--	--	--

FEBRUARY						
S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	--
--	--	--	--	--	--	--

MARCH						
S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	--	--	--	--	--

APRIL						
S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	--	--	--
--	--	--	--	--	--	--

MAY						
S	M	T	W	T	F	S
--	--	--	1	2	3	4
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
--	--	--	--	--	--	--

JUNE						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	--	--	--	--	--
--	--	--	--	--	--	--

JULY						
S	M	T	W	T	F	S
--	--	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	--	--
--	--	--	--	--	--	--

AUGUST						
S	M	T	W	T	F	S
--	--	--	--	--	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	--	--	--	--	--	--

SEPTEMBER						
S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	--	--	--	--
--	--	--	--	--	--	--

OCTOBER						
S	M	T	W	T	F	S
--	--	--	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	--
--	--	--	--	--	--	--

NOVEMBER						
S	M	T	W	T	F	S
--	--	--	--	--	--	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	--	--	--	--	--	--

DECEMBER						
S	M	T	W	T	F	S
--	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	--	--	--
--	--	--	--	--	--	--

BROCHURE BORDER

Miniature Perpetual Calendar Logotypes

(Other examples shown on page 602)

The increasing demand for small calendars in general advertising has prompted the introduction of these Miniature Perpetual Calendar Logotypes. These little time-savers are as easy to handle as ordinary quads. Nothing could be simpler. Each month of the year is cast complete in one logotype; headings also are cast in one logotype.

--	--	--	--	--	--	--	1
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	--	--	--	--	--	--	

American Type Founders Company

Selling Houses Everywhere

ROMAN BORDER

International Mercantile Bank

Marion, Iowa

1934	SUN	MON	TUE	WED	THU	FRI	SAT
JAN	--	1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	31	--	--	--
FEB	--	--	--	--	1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	--	--	--
MAR	--	--	--	--	1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	31
APR	--	--	--	--	--	--	--
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30	--	--	--	--	--
MAY	--	--	--	--	--	--	--
	--	--	1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30	31	--	--
JUN	--	--	--	--	--	--	--
	--	--	--	--	--	1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
	--	--	--	--	--	--	--

1934	SUN	MON	TUE	WED	THU	FRI	SAT
JUL	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30	31	--	--	--	--
AUG	--	--	--	1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	31	--
SEP	--	--	--	--	--	--	1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30	--	--	--	--	--	--
OCT	--	1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	31	--	--	--
NOV	--	--	--	--	1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	--
DEC	--	--	--	--	--	--	1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30	31	--	--	--	--	--

TEAGUE BORDERS

An Example

of the striking effect which may be obtained with

Cheltenham Perpetual Calendars

when used in combination with suitable Decorative Material

JANUARY

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
?2	23	24	25	26	27	28
29	30	31				

APRIL

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

JUNE

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

SEPTEMBER

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

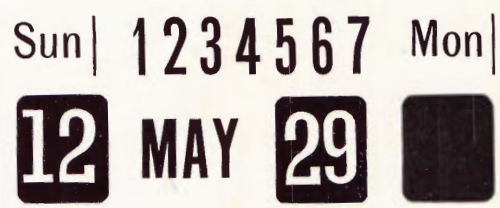
DECEMBER

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

PARAMOUNT BORDER BROCHURE BORDERS ADAM ORNAMENTS



SECTIONAL CALENDAR No. 5
Price $3 50

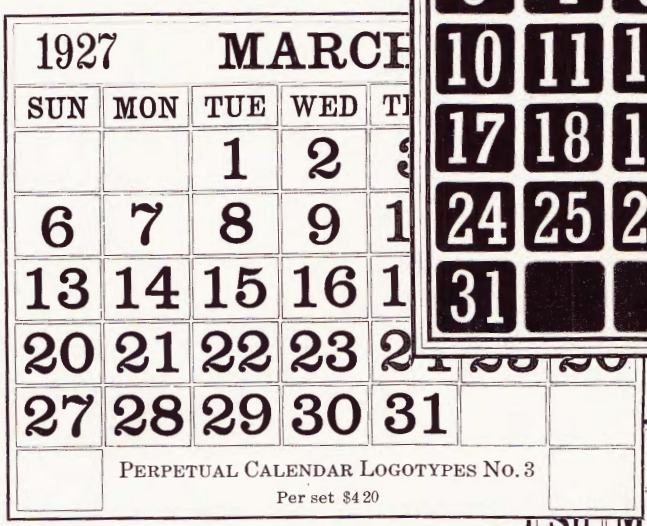


SECTIONAL CALENDAR No. 8
Price $5 45

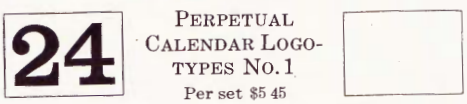
Sectional Calendar Figures are frequently used for baseball scores, and are sold separately at pound prices



SECTIONAL CALENDAR No. 6
Price $4 20



PERPETUAL CALENDAR LOGOTYPES No. 3
Per set $4 20



PERPETUAL CALENDAR LOGOTYPES No. 1
Per set $5 45



Larger size of Series No. 3

PERPETUAL CALENDAR LOGOTYPES No. 2
Per set $4 85



Larger size of Series No. 4



PERPETUAL CALENDAR LOGOTYPES No. 4
Per set $3 50

Each set of Perpetual Calendar Logotypes includes fifty-two logotypes, rules and fonts for month and year; can be used for any month in any year

TYPOGRAPHIC ACCESSORIES

ADVERTISING FIGURES

SERIES NO. 5

12 Point No. 5, 5 lb. fonts
16 Point No. 5, 5 lb. fonts
20 Point No. 5, 5 lb. fonts
24 Point No. 5, 5 lb. fonts
30 Point No. 5, 5 lb. fonts

36 Point No. 5, 5 lb. fonts
42 Point No. 5, 5 lb. fonts
54 Point No. 5, 5 lb. fonts
60 Point No. 5, 5 lb. fonts



Each Font of Series No. 5 contains the following characters:

1 2 3 4 5 6 7 8 9 0 $ c .

SERIES NO. 6

12 Point No. 6, 5 lb. fonts
16 Point No. 6, 5 lb. fonts
20 Point No. 6, 5 lb. fonts
24 Point No. 6, 5 lb. fonts
30 Point No. 6, 5 lb. fonts

36 Point No. 6, 5 lb. fonts
42 Point No. 6, 5 lb. fonts
54 Point No. 6, 5 lb. fonts
60 Point No. 6, 5 lb. fonts



Each Font of Series No. 6 contains the following characters:

1 2 3 4 5 6 7 8 9 0 $ c .

SERIES NO. 1

12 Point No. 1, 5 lb. fonts
16 Point No. 1, 5 lb. fonts
20 Point No. 1, 5 lb. fonts
24 Point No. 1, 5 lb. fonts
30 Point No. 1, 5 lb. fonts

36 Point No. 1, 5 lb. fonts
42 Point No. 1, 5 lb. fonts
48 Point No. 1, 5 lb. fonts
54 Point No. 1, 5 lb. fonts
60 Point No. 1, 5 lb. fonts



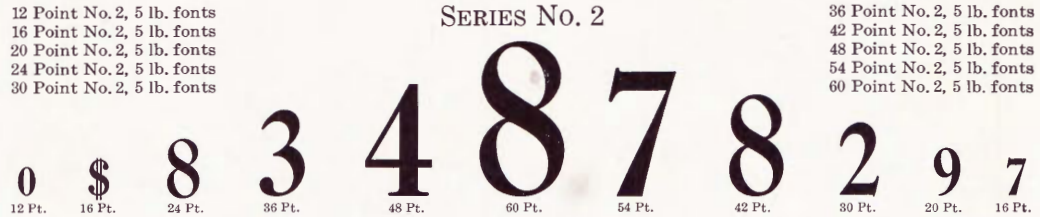
Each Font of Series No. 1 contains the following characters:

1 2 3 4 5 6 7 8 9 0 $ c .

SERIES NO. 2

12 Point No. 2, 5 lb. fonts
16 Point No. 2, 5 lb. fonts
20 Point No. 2, 5 lb. fonts
24 Point No. 2, 5 lb. fonts
30 Point No. 2, 5 lb. fonts

36 Point No. 2, 5 lb. fonts
42 Point No. 2, 5 lb. fonts
48 Point No. 2, 5 lb. fonts
54 Point No. 2, 5 lb. fonts
60 Point No. 2, 5 lb. fonts



Each Font of Series No. 2 contains the following characters:

1 2 3 4 5 6 7 8 9 0 $ c .

ADVERTISING FIGURES

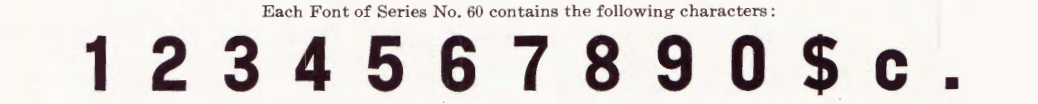
SERIES NO. 60

12 Point No. 60, 5 lb. fonts
16 Point No. 60, 5 lb. fonts
18 Point No. 60, 5 lb. fonts
20 Point No. 60, 5 lb. fonts
24 Point No. 60, 5 lb. fonts
30 Point No. 60, 5 lb. fonts

36 Point No. 60, 5 lb. fonts
42 Point No. 60, 5 lb. fonts
48 Point No. 60, 5 lb. fonts
54 Point No. 60, 5 lb. fonts
60 Point No. 60, 5 lb. fonts



Each Font of Series No. 60 contains the following characters:



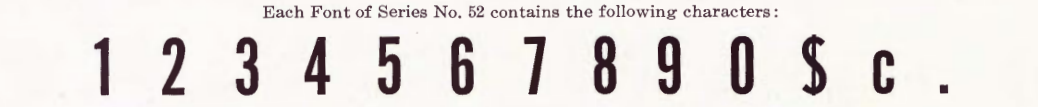
SERIES NO. 52

12 Point No. 52, 5 lb. fonts
16 Point No. 52, 5 lb. fonts
18 Point No. 52, 5 lb. fonts
20 Point No. 52, 5 lb. fonts
24 Point No. 52, 5 lb. fonts

30 Point No. 52, 5 lb. fonts
36 Point No. 52, 5 lb. fonts
48 Point No. 52, 5 lb. fonts
60 Point No. 52, 5 lb. fonts



Each Font of Series No. 52 contains the following characters:



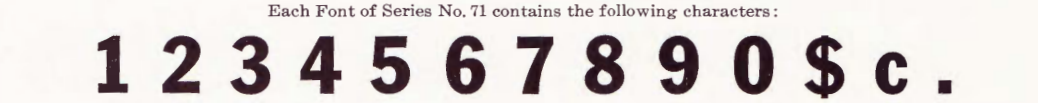
SERIES NO. 71

12 Point No. 71, 5 lb. fonts
16 Point No. 71, 5 lb. fonts
20 Point No. 71, 5 lb. fonts
24 Point No. 71, 5 lb. fonts
30 Point No. 71, 5 lb. fonts

36 Point No. 71, 5 lb. fonts
42 Point No. 71, 5 lb. fonts
54 Point No. 71, 5 lb. fonts
60 Point No. 71, 5 lb. fonts



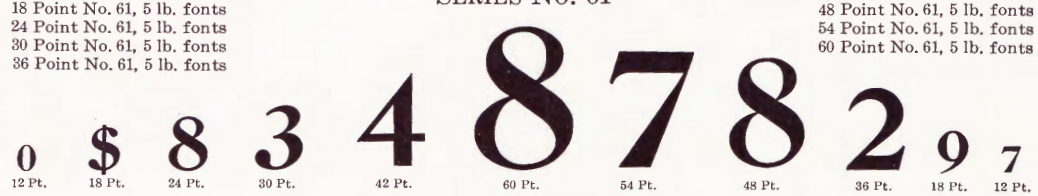
Each Font of Series No. 71 contains the following characters:



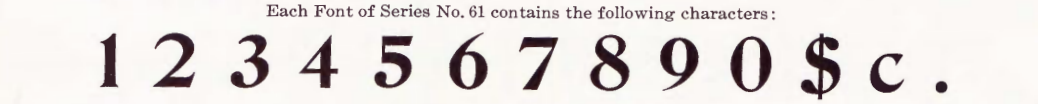
SERIES NO. 61

12 Point No. 61, 5 lb. fonts
18 Point No. 61, 5 lb. fonts
24 Point No. 61, 5 lb. fonts
30 Point No. 61, 5 lb. fonts
36 Point No. 61, 5 lb. fonts

42 Point No. 61, 5 lb. fonts
48 Point No. 61, 5 lb. fonts
54 Point No. 61, 5 lb. fonts
60 Point No. 61, 5 lb. fonts



Each Font of Series No. 61 contains the following characters:



TYPOGRAPHIC ACCESSORIES

ADVERTISING FIGURES

SERIES NO. 69

12 Point No. 69, 5 lb. fonts
16 Point No. 69, 5 lb. fonts
18 Point No. 69, 5 lb. fonts
24 Point No. 69, 5 lb. fonts
30 Point No. 69, 5 lb. fonts

36 Point No. 69, 5 lb. fonts
42 Point No. 69, 5 lb. fonts
54 Point No. 69, 5 lb. fonts
60 Point No. 69, 5 lb. fonts
72 Point No. 69, 10 lb. fonts



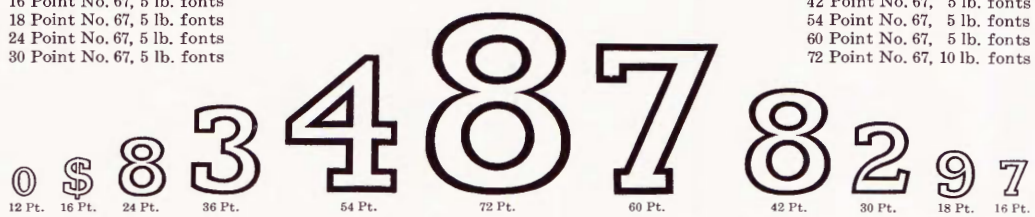
Each Font of Series No. 69 contains the following characters:

1 2 3 4 5 6 7 8 9 0 $ c .

SERIES NO. 67

12 Point No. 67, 5 lb. fonts
16 Point No. 67, 5 lb. fonts
18 Point No. 67, 5 lb. fonts
24 Point No. 67, 5 lb. fonts
30 Point No. 67, 5 lb. fonts

36 Point No. 67, 5 lb. fonts
42 Point No. 67, 5 lb. fonts
54 Point No. 67, 5 lb. fonts
60 Point No. 67, 5 lb. fonts
72 Point No. 67, 10 lb. fonts



Each Font of Series No. 67 contains the following characters:

1 2 3 4 5 6 7 8 9 0 $ c .

SERIES NO. 53

12 Point No. 53, 5 lb. fonts
16 Point No. 53, 5 lb. fonts
18 Point No. 53, 5 lb. fonts
20 Point No. 53, 5 lb. fonts
24 Point No. 53, 5 lb. fonts

30 Point No. 53, 5 lb. fonts
36 Point No. 53, 5 lb. fonts
42 Point No. 53, 5 lb. fonts
48 Point No. 53, 5 lb. fonts
60 Point No. 53, 5 lb. fonts



Each Font of Series No. 53 contains the following characters:

1 2 3 4 5 6 7 8 9 0 $ c .

SERIES NO. 54

12 Point No. 54, 5 lb. fonts
16 Point No. 54, 5 lb. fonts
18 Point No. 54, 5 lb. fonts
20 Point No. 54, 5 lb. fonts
24 Point No. 54, 5 lb. fonts

30 Point No. 54, 5 lb. fonts
36 Point No. 54, 5 lb. fonts
42 Point No. 54, 5 lb. fonts
48 Point No. 54, 5 lb. fonts
60 Point No. 54, 5 lb. fonts



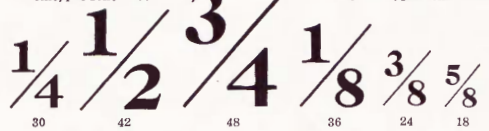
Each Font of Series No. 54 contains the following characters:

1 2 3 4 5 6 7 8 9 0 $ c .

TYPOGRAPHIC ACCESSORIES

New Caslon Fractions No. 2

5 Point, per font $0 75
6 Point, per font 85
8 Point, per font 85
10 Point, per font 85
12 Point, per font 95
14 Point, per font $0 95
18 Point, per font 95
24 Point, per font $0 95
30 Point, per font 1 15
36 Point, per font 1 45
42 Point, per font 1 60
48 Point, per font 1 80

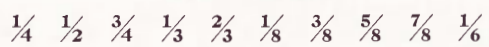


30 42 48 36 24 18



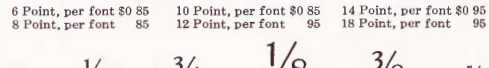
12 8 5 6 10 14

Characters in Complete Font



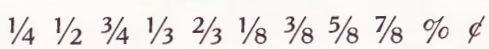
Cheltenham Fractions

6 Point, per font $0 85
8 Point, per font 85
10 Point, per font $0 85
12 Point, per font 95
14 Point, per font $0 95
18 Point, per font 95



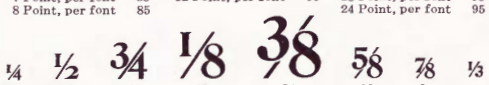
6 10 12 18 14 8

Characters in Complete Font



DeVinne Fractions

6 Point, per font $0 85
7 Point, per font 85
8 Point, per font 85
10 Point, per font $0 85
12 Point, per font 95
14 Point, per font $0 95
18 Point, per font 95
24 Point, per font 95



6 10 14 18 24 12 8 7

Characters in Complete Font



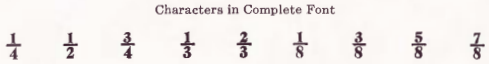
DeVinne Condensed Fractions

6 Point, per font $0 85
8 Point, per font 85
10 Point, per font 85
12 Point, per font 95
14 Point, per font $0 95
18 Point, per font 95
24 Point, per font 95
30 Point, per font 1 15
36 Point, per font 1 45



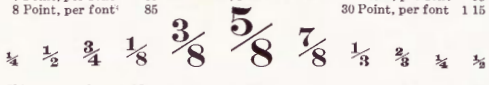
6 12 18 30 36 24 14 10 8

Characters in Complete Font



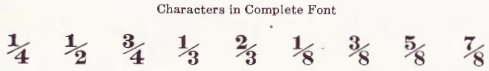
Boldface Fractions

5½ Point, per font $0 75
6 Point, per font 85
7 Point, per font 85
8 Point, per font 85
9 Point, per font $0 85
10 Point, per font 85
11 Point, per font 90
12 Point, per font $0 95
18 Point, per font 95
24 Point, per font 95
30 Point, per font 1 15



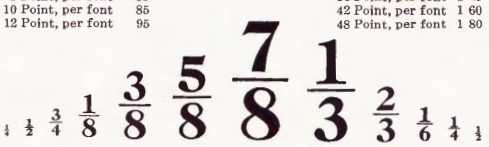
5½ 8 10 12 24 30 18 11 9 7 6

Characters in Complete Font



New Caslon Fractions No. 1

5 Point, per font $0 75
6 Point, per font 85
8 Point, per font 85
10 Point, per font 85
12 Point, per font 95
14 Point, per font $0 95
18 Point, per font 95
24 Point, per font $0 95
30 Point, per font 1 15
36 Point, per font 1 45
42 Point, per font 1 60
48 Point, per font 1 80



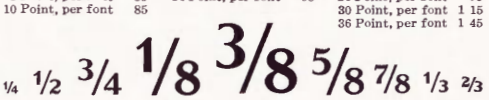
5 8 12 18 30 36 48 42 24 14 10 6

Characters in Complete Font



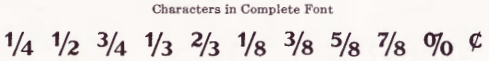
Globe Gothic Fractions

6 Point, per font $0 85
8 Point, per font 85
10 Point, per font 85
12 Point, per font $0 95
14 Point, per font 95
18 Point, per font $0 95
24 Point, per font 95
30 Point, per font 1 15
36 Point, per font 1 45



6 12 18 30 36 24 14 10 8

Characters in Complete Font



Latin Antique Fractions

12 Point, per font $0 95
18 Point, per font 95
24 Point, per font $0 95
36 Point, per font 1 45



12 24 36 18

Characters in Complete Font

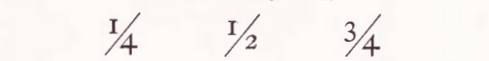
Oldstyle Fractions

18 Point, per font $0 95
20 Point, per font 95
24 Point, per font $0 95
30 Point, per font 1 15
42 Point, per font 1 60



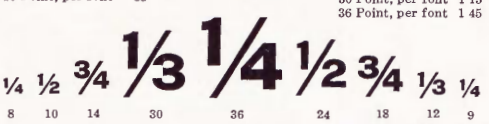
18 30 42 24 20

Characters in Complete Font



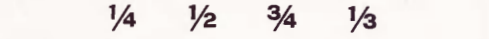
Gothic Fractions No. 8

8 Point, per font $0 85
9 Point, per font 85
10 Point, per font 85
12 Point, per font $0 95
14 Point, per font 95
18 Point, per font $0 95
24 Point, per font 95
30 Point, per font 1 15
36 Point, per font 1 45



8 10 14 30 36 24 18 12 9

Characters in Complete Font



Figures under characters indicate point sizes of type

TYPOGRAPHIC ACCESSORIES

Cloister Oldstyle Fractions

6 Point — Per font $0 85

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ % ¢

8 Point — Per font $0 85

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ % ¢

10 Point — Per font $0 85

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ % ¢

12 Point — Per font $0 95

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ % ¢

14 Point — Per font $0 95

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ % ¢

18 Point — Per font $0 95

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ % ¢

Bodoni Fractions

6 Point — Per font $0 85

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

8 Point — Per font $0 85

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

10 Point — Per font $0 85

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

12 Point — Per font $0 95

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

14 Point — Per font $0 95

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

18 Point — Per font $0 95

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

Bodoni Book Fractions

6 Point — One pound fonts

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

8 Point — One pound fonts

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

10 Point — One pound fonts

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

12 Point — One pound fonts

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

14 Point — One pound fonts

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

18 Point — One pound fonts

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

Venetian Fractions

6 Point — One pound fonts

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{6}$ $\frac{5}{6}$

8 Point — One pound fonts

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{6}$ $\frac{5}{6}$

9 Point — One pound fonts

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{6}$ $\frac{5}{6}$

10 Point — One pound fonts

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{6}$ $\frac{5}{6}$

11 Point — One pound fonts

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{6}$ $\frac{5}{6}$

12 Point — One pound fonts

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{6}$ $\frac{5}{6}$

14 Point — One pound fonts

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{6}$ $\frac{5}{6}$

18 Point — One pound fonts

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{6}$ $\frac{5}{6}$

Typewriter Fractions

American Typewriter Fractions

6 Point — Per font $0 85

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

Reproducing Typewriter Fractions

6 Point — Per font $0 85

$^{1}/_{4}$ $^{1}/_{2}$ $^{3}/_{4}$ $^{1}/_{3}$ $^{2}/_{3}$ $^{1}/_{8}$ $^{3}/_{8}$ $^{5}/_{8}$ $^{7}/_{8}$

New Model Elite Remington Typewriter Fractions

10 Point — Per font $0 85

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

New Model Underwood Typewriter Fractions

12 Point — Per font $0 95

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

Standard Typewriter Fractions

12 Point — Per font $0 95

$^{1}/_{4}$ $^{1}/_{2}$ $^{3}/_{4}$ $^{1}/_{3}$ $^{2}/_{3}$ $^{1}/_{8}$ $^{3}/_{8}$ $^{5}/_{8}$ $^{7}/_{8}$

New Model Remington Fractions

12 Point — Per font $0 95

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

Silk Remington Typewriter Fractions

12 Point — Per font $0 95

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

Oliver Typewriter Fractions

12 Point — Per font $0 95

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

CUT-COST FRACTIONS NO. 1

PATENTED APRIL 19, 1921

6 Point, per font . . . $3 20
8 Point, per font . . . 3 80

Cut-Cost Fractions No. 1 are so made that two en-set fractions can be placed together to make fractions in 16ths, 32ds and 64ths.

Thus: $\frac{1}{8}$ and $\frac{1}{2}$ placed together make $\frac{1}{32}$

The following commonly used characters are furnished: $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{6}$ $\frac{5}{6}$

Special characters used for 16ths, 32ds and 64ths are:

Numerators: 1 3 5 7 9

Denominators: 16 32 64

Making $\frac{1}{16}$ $\frac{3}{16}$ $\frac{5}{16}$ $\frac{7}{16}$ $\frac{9}{16}$ $\frac{1}{32}$ $\frac{3}{32}$ $\frac{5}{32}$ $\frac{7}{32}$ $\frac{9}{32}$ $\frac{1}{64}$ $\frac{3}{64}$ $\frac{5}{64}$ $\frac{7}{64}$ $\frac{9}{64}$

The following characters on en set are used together to make 16ths, 32ds and 64ths when numerator is 11 or larger:

For 16ths:

Combine $\frac{1}{8}$ with $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ for $\frac{11}{16}$ $\frac{13}{16}$ $\frac{15}{16}$

For 32ds:

Combine $\frac{1}{8}$ with $\frac{1}{2}$ $\frac{3}{2}$ $\frac{5}{2}$ $\frac{7}{2}$ $\frac{9}{2}$ to make $\frac{11}{32}$ $\frac{13}{32}$ $\frac{15}{32}$ $\frac{17}{32}$ $\frac{19}{32}$

Combine $\frac{3}{8}$ with $\frac{1}{2}$ $\frac{3}{2}$ $\frac{5}{2}$ $\frac{7}{2}$ $\frac{9}{2}$ to make $\frac{21}{32}$ $\frac{23}{32}$ $\frac{25}{32}$ $\frac{27}{32}$ $\frac{29}{32}$

Combine $\frac{5}{8}$ with $\frac{1}{2}$ to make $\frac{31}{32}$

For 64ths:

Combine $\frac{1}{8}$ with $\frac{1}{4}$ $\frac{3}{4}$ $\frac{5}{4}$ $\frac{7}{4}$ $\frac{9}{4}$ to make $\frac{11}{64}$ $\frac{13}{64}$ $\frac{15}{64}$ $\frac{17}{64}$ $\frac{19}{64}$

Combine $\frac{3}{8}$ with $\frac{1}{4}$ $\frac{3}{4}$ $\frac{5}{4}$ $\frac{7}{4}$ $\frac{9}{4}$ to make $\frac{21}{64}$ $\frac{23}{64}$ $\frac{25}{64}$ $\frac{27}{64}$ $\frac{29}{64}$

Combine $\frac{5}{8}$ with $\frac{1}{4}$ $\frac{3}{4}$ $\frac{5}{4}$ $\frac{7}{4}$ $\frac{9}{4}$ to make $\frac{31}{64}$ $\frac{33}{64}$ $\frac{35}{64}$ $\frac{37}{64}$ $\frac{39}{64}$

Combine $\frac{7}{8}$ $\frac{5}{8}$ and $\frac{9}{8}$ with $\frac{1}{4}$ $\frac{3}{4}$ $\frac{5}{4}$ $\frac{7}{4}$ $\frac{9}{4}$ to make the rest of the "odd" 64ths: $\frac{41}{64}$ to $\frac{49}{64} - \frac{51}{64}$ to $\frac{59}{64} - \frac{61}{64}$ and $\frac{63}{64}$

The complete list of fractions that can be made with a font of Cut-Cost Fractions No. 1 are $\frac{1}{8}$ $\frac{1}{2}$ $\frac{3}{8}$ $\frac{5}{8}$ and complete 8ths, 16ths, 32ds and 64ths, as follows:

$\frac{1}{64}$	$\frac{1}{32}$	$\frac{3}{64}$	$\frac{1}{16}$	$\frac{5}{64}$	$\frac{3}{32}$	$\frac{7}{64}$	$\frac{1}{8}$
$\frac{9}{64}$	$\frac{5}{32}$	$\frac{11}{64}$	$\frac{3}{16}$	$\frac{13}{64}$	$\frac{7}{32}$	$\frac{15}{64}$	$\frac{1}{4}$
$\frac{17}{64}$	$\frac{9}{32}$	$\frac{19}{64}$	$\frac{5}{16}$	$\frac{21}{64}$	$\frac{11}{32}$	$\frac{23}{64}$	$\frac{3}{8}$
$\frac{25}{64}$	$\frac{13}{32}$	$\frac{27}{64}$	$\frac{7}{16}$	$\frac{29}{64}$	$\frac{15}{32}$	$\frac{31}{64}$	$\frac{1}{2}$
$\frac{33}{64}$	$\frac{17}{32}$	$\frac{35}{64}$	$\frac{9}{16}$	$\frac{37}{64}$	$\frac{19}{32}$	$\frac{39}{64}$	$\frac{5}{8}$
$\frac{41}{64}$	$\frac{21}{32}$	$\frac{43}{64}$	$\frac{11}{16}$	$\frac{45}{64}$	$\frac{23}{32}$	$\frac{47}{64}$	$\frac{3}{4}$
$\frac{49}{64}$	$\frac{25}{32}$	$\frac{51}{64}$	$\frac{13}{16}$	$\frac{53}{64}$	$\frac{27}{32}$	$\frac{55}{64}$	$\frac{7}{8}$
$\frac{57}{64}$	$\frac{29}{32}$	$\frac{59}{64}$	$\frac{15}{16}$	$\frac{61}{64}$	$\frac{31}{32}$	$\frac{63}{64}$	

CUT-COST FRACTIONS NO. 2

PATENTED APRIL 19, 1921

6 Point, per font . . . $3 20
8 Point, per font . . . 3 80

Cut-Cost Fractions No. 2 are so made that two en-set fractions can be placed together to make fractions in 12ths, 16ths, 24ths and 48ths.

Thus: $\frac{1}{4}$ and $\frac{1}{8}$ placed together make $\frac{1}{48}$

The following commonly used characters are furnished: $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{6}$ $\frac{5}{6}$

Special characters used for 12ths, 16ths, 24ths and 48ths are:

Numerators: 1 3 5 7 9

Denominators: 12 16 24 48

Making $\frac{1}{12}$ $\frac{5}{12}$ $\frac{7}{12}$ $\frac{1}{16}$ $\frac{3}{16}$ $\frac{5}{16}$ $\frac{7}{16}$ $\frac{9}{16}$ $\frac{1}{24}$ $\frac{5}{24}$ $\frac{7}{24}$ $\frac{1}{48}$ $\frac{5}{48}$ $\frac{7}{48}$

The following characters on en set are used together to make 12ths, 16ths, 24ths and 48ths when numerator is 11 or larger:

For 12ths:

Combine $\frac{1}{4}$ with $\frac{1}{2}$ for $\frac{11}{12}$

For 16ths:

Combine $\frac{1}{4}$ with $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ to make $\frac{11}{16}$ $\frac{13}{16}$ $\frac{15}{16}$

For 24ths:

Combine $\frac{1}{2}$ with $\frac{1}{4}$ $\frac{3}{4}$ $\frac{7}{4}$ $\frac{9}{4}$ to make $\frac{11}{24}$ $\frac{13}{24}$ $\frac{17}{24}$ $\frac{19}{24}$

Combine $\frac{3}{2}$ with $\frac{3}{4}$ to make $\frac{23}{24}$

For 48ths:

Combine $\frac{1}{4}$ with $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ $\frac{9}{8}$ to make $\frac{11}{48}$ $\frac{13}{48}$ $\frac{17}{48}$ $\frac{19}{48}$

Combine $\frac{2}{4}$ with $\frac{3}{8}$ $\frac{5}{8}$ $\frac{9}{8}$ to make $\frac{23}{48}$ $\frac{25}{48}$ $\frac{29}{48}$

Combine $\frac{3}{4}$ with $\frac{1}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ to make $\frac{31}{48}$ $\frac{35}{48}$ $\frac{37}{48}$

Combine $\frac{4}{4}$ with $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ to make $\frac{41}{48}$ $\frac{43}{48}$ $\frac{47}{48}$

The complete list of fractions that can be made with a font of Cut-Cost Fractions No. 2 are complete 12ths, 16ths, 24ths and 48ths, as follows:

$\frac{1}{48}$	$\frac{1}{24}$	$\frac{1}{16}$	$\frac{1}{12}$	$\frac{5}{48}$	$\frac{1}{8}$
$\frac{7}{48}$	$\frac{1}{8}$	$\frac{3}{16}$	$\frac{5}{24}$	$\frac{11}{48}$	$\frac{1}{4}$
$\frac{13}{48}$	$\frac{7}{24}$	$\frac{5}{16}$	$\frac{1}{3}$	$\frac{17}{48}$	$\frac{3}{8}$
$\frac{19}{48}$	$\frac{5}{12}$	$\frac{7}{16}$	$\frac{11}{24}$	$\frac{23}{48}$	$\frac{1}{2}$
$\frac{25}{48}$	$\frac{13}{24}$	$\frac{9}{16}$	$\frac{7}{12}$	$\frac{29}{48}$	$\frac{5}{8}$
$\frac{31}{48}$	$\frac{2}{3}$	$\frac{11}{16}$	$\frac{17}{24}$	$\frac{35}{48}$	$\frac{3}{4}$
$\frac{37}{48}$	$\frac{19}{24}$	$\frac{13}{16}$	$\frac{5}{6}$	$\frac{41}{48}$	$\frac{7}{8}$
$\frac{43}{48}$	$\frac{11}{12}$	$\frac{15}{16}$	$\frac{23}{24}$	$\frac{47}{48}$	

CUT-COST SMALL CAP CASE

Cut-Cost Small Cap Case No. 9001D, ⅛ size, with 42 compartments; three fit in blank case

The Cut-Cost Small Cap Case will hold both Fonts Nos. 1 and 2 containing characters for complete 64ths and 48ths. In laying the case for 64ths only, the compartments used for the denominators 12 24 and 48 and characters $\frac{3}{8}$ $\frac{7}{4}$ $\frac{7}{4}$ and $\frac{9}{2}$ will be empty, as these characters are used only for 48ths and are not included in Font No. 1 (64ths). There will be eleven empty compartments in the layout for 48ths only as the denominators 32 and 64 and characters $\frac{7}{8}$ $\frac{3}{8}$ $\frac{5}{4}$ $\frac{3}{8}$ $\frac{9}{2}$ $\frac{5}{2}$ $\frac{7}{2}$ and $\frac{9}{2}$ are used only for 64ths and are not included in Font No. 2 (48ths).

12	1	$\frac{1}{8}$	$\frac{1}{6}$	$\frac{1}{4}$	$\frac{1}{1}$	$\frac{1}{2}$
16	3	$\frac{3}{8}$	$\frac{3}{6}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{3}{2}$
24	5	$\frac{5}{8}$	$\frac{5}{6}$	$\frac{5}{4}$	$\frac{2}{3}$	$\frac{5}{2}$
32	7	$\frac{7}{8}$	$\frac{2}{6}$	$\frac{7}{4}$	$\frac{3}{3}$	$\frac{7}{2}$
48	9	$\frac{9}{8}$	$\frac{4}{6}$	$\frac{9}{4}$	Em Quad	$\frac{9}{2}$
64	4 Em Space	En Quad	$\frac{6}{6}$	$\frac{2}{4}$	$\frac{4}{4}$	$\frac{2}{2}$

Every printshop has constant use for the fraction eighths, quarters, halves, and frequently has use for sixteenths and sixty-fourths.

Note to the Compositor:

When the numerator is 11 or larger (for instance, $\frac{11}{32}$) read the copy up and down and pick out $\frac{1}{8}$ and $\frac{1}{2}$. After a little practice it will be natural to consider the fraction as two en-set type placed together. Fractions with a numerator 9 and smaller and a denominator 12 or larger (for instance, $\frac{9}{12}$) are easily composed by selecting the proper numerator and denominator.

Cheltenham Bold Fractions

6 Point — Per font $0 85

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ % ¢

8 Point — Per font $0 85

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ % ¢

10 Point — Per font $0 85

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ % ¢

12 Point — Per font $0 95

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ %

14 Point — Per font $0 95

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝

18 Point — Per font $0 95

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜

24 Point — Per font $0 95

¼ ½ ¾ ⅓ ⅔

30 Point — Per font $1 15

¼ ½ ¾ ⅓

36 Point — Per font $1 45

¼ ½ ¾

48 Point — Per font $1 80

¼ ½ ¾

60 Point — Per font $2 30

¼ ½

72 Point — Per font $2 90

¼ ½

Each font of above Cheltenham Bold Fractions contains the following characters:

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞ % ¢

Federal Reserve Bank Check Figures

Per font (two of each character, 1 to 0) $4 60 Single character 40c

These figures are designed to meet the requirements of Federal Bank Check Printing
They are cast in type molds and sold in fonts or singly

1234

(Cast on 120 Point Body)

TYPOGRAPHIC ACCESSORIES

Diagonal Fraction Marks

Font containing three sizes $1 10

12 Point 9 Point 6 Point

EXAMPLES

$5\frac{1}{2}$ $8\frac{3}{8}$ $2\frac{7}{8}$ $\frac{24}{100}$

$3\frac{4}{5}$ $2\frac{3}{8}$ $1\frac{1}{2}$ $3\frac{1}{4}$ $\frac{15}{100}$

$5\frac{1}{2}$ $8\frac{7}{8}$ $4\frac{2}{3}$ $5\frac{3}{4}$ $7\frac{3}{4}$ $\frac{150}{1000}$

Diagonal Fraction Marks

No. 1, containing four sizes Per font $0 70

12 Point 10 Point 8 Point 6 Point

No. 2, containing three sizes Per font $0 70

24 Point 18 Point 14 Point

No. 3, containing three sizes Per font $0 70

42 Point 36 Point 30 Point

No. 4, containing two sizes Per font $1 10

60 Point 48 Point

EXAMPLES

$3\frac{1}{2}$ $6\frac{17}{32}$ $\frac{24}{100}$ $\frac{2}{3}$

$5\frac{1}{4}$ $2\frac{5}{8}$ $9\frac{1}{6}$

$3\frac{7}{8}$ $7\frac{4}{5}$

Copyright Signs

4 Point	5 Point	6 Point
©	© ©	© ©
401	501 502	601 602
8 Point	**10 Point**	**12 Point**
© ©	©	© ©
801 802	1001	1202 1203

Cheltenham Bold
Combination Fractions

Patent Applied For

6 Point Per font $2 00

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

1 2 3 4 5 6 2 4 6

8 Point Per font $2 65

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

1 2 3 4 5 6 2 4 6

10 Point Per font $3 15

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

1 2 3 4 5 6 2 4 6

12 Point Per font $3 35

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

1 2 3 4 5 6 2 4 6

14 Point Per font $3 40

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

1 2 3 4 5 6 2 4 6

18 Point Per font $3 50

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$

1 2 3 4 5 6 2 4 6

24 Point Per font $3 65

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$

1 2 3 4 5 6 2 4 6

Each font, from 6 to 24 Point inclusive, contains the following characters:

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$

$\frac{7}{8}$ $\frac{1}{1}$ $\frac{3}{1}$ $\frac{5}{1}$ $\frac{7}{1}$ $\frac{9}{1}$ $\frac{3}{3}$ $\frac{5}{3}$

$\frac{7}{3}$ $\frac{9}{3}$ $\frac{1}{6}$ $\frac{3}{6}$ $\frac{5}{6}$ $\frac{7}{6}$ $\frac{9}{6}$

1 2 3 4 5 6 2 4 6

With the above characters all the fraction twelfths, sixteenths, thirty-seconds and sixty-fourths can be made by the combination of two or three characters. The fraction halves, quarters, thirds and eighths are made with one character.

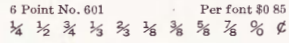
ILLUSTRATIONS

1 with $\frac{5}{1}$ and 6 makes $\frac{15}{16}$

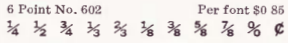
2 with $\frac{7}{6}$ and 4 makes $\frac{27}{64}$

New Gothic Fractions

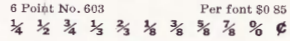
6 Point No. 601 — Per font $0 85



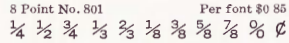
6 Point No. 602 — Per font $0 85



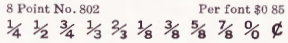
6 Point No. 603 — Per font $0 85



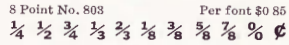
8 Point No. 801 — Per font $0 85



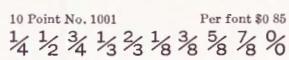
8 Point No. 802 — Per font $0 85



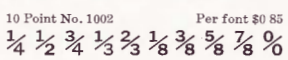
8 Point No. 803 — Per font $0 85



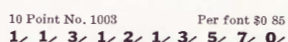
10 Point No. 1001 — Per font $0 85



10 Point No. 1002 — Per font $0 85



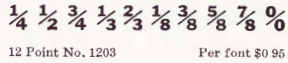
10 Point No. 1003 — Per font $0 85



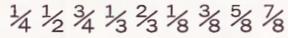
12 Point No. 1201 — Per font $0 95

12 Point No. 1202 — Per font $0 95

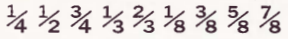
12 Point No. 1203 — Per font $0 95



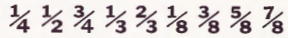
14 Point No. 1401 — Per font $0 95



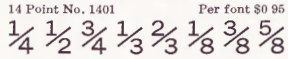
14 Point No. 1402 — Per font $0 95



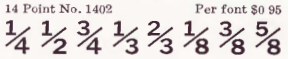
14 Point No. 1403 — Per font $0 95



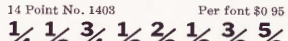
18 Point No. 1801 — Per font $0 95



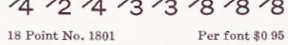
18 Point No. 1802 — Per font $0 95



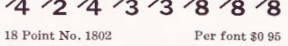
18 Point No. 1803 — Per font $0 95



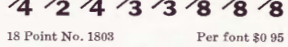
24 Point No. 2401 — Per font $0 95



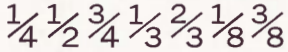
24 Point No. 2402 — Per font $0 95



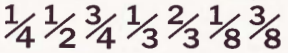
24 Point No. 2403 — Per font $0 95



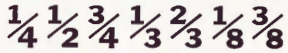
30 Point No. 3001 — Per font $1 15



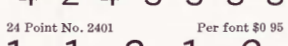
30 Point No. 3002 — Per font $1 15



30 Point No. 3003 — Per font $1 15



36 Point No. 3601 — Per font $1 45



36 Point No. 3602 — Per font $1 45



36 Point No. 3603 — Per font $1 45

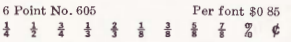


New Gothic Condensed Fractions

6 Point No. 604 — Per font $0 85



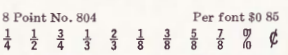
6 Point No. 605 — Per font $0 85



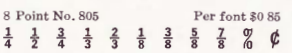
6 Point No. 606 — Per font $0 85



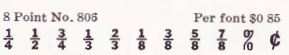
8 Point No. 804 — Per font $0 85



8 Point No. 805 — Per font $0 85



8 Point No. 806 — Per font $0 85

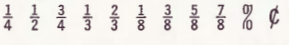


10 Point No. 1004 — Per font $0 85

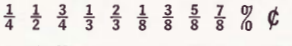
10 Point No. 1005 — Per font $0 85

10 Point No. 1006 — Per font $0 85

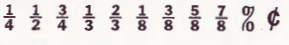
12 Point No. 1204 — Per font $0 95



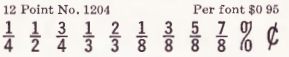
12 Point No. 1205 — Per font $0 95



12 Point No. 1206 — Per font $0 95



14 Point No. 1404 — Per font $0 95



14 Point No. 1405 — Per font $0 95

14 Point No. 1406 — Per font $0 95

18 Point No. 1804 — Per font $0 95

18 Point No. 1805 — Per font $0 95

18 Point No. 1806 — Per font $0 95

24 Point No. 2404 — Per font $0 95

24 Point No. 2405 — Per font $0 95

24 Point No. 2406 — Per font $0 95

30 Point No. 3004 — Per font $1 15

30 Point No. 3005 — Per font $1 15

30 Point No. 3006 — Per font $1 15

36 Point No. 3604 — Per font $1 45

36 Point No. 3605 — Per font $1 45

36 Point No. 3606 — Per font $1 45

ADCUTS

TRADE-MARKS, Devices, and many special designs suitable for Adcuts, when not too intricate, may be successfully reproduced by our Adcut process. Adcuts are cast in type molds, type high, on point bodies, and when possible to point sets. Adcuts may be made for printing in one or more colors and when desired can be cast with mortises. Copy of designs to be reproduced should be clear and distinct and contain exactly what is to be reproduced. Information regarding sizes and quantities, as well as prices of Adcuts, will be quoted on request.



4476



5030



3662



4755



4836



3305



2044



841



4299



1939



2386



4379



4600



2914



2863



4716



2021



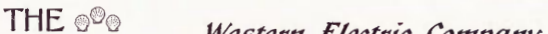
2440



3061



4191



4220



3000



2760



4181



2302



4296



578



2250



690



3031



3333



4630



2834



3497



5039



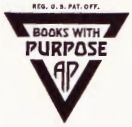
413



3731



3210



4861



656

THE AMERICAN TYPE FOUNDERS COMPANY is the largest manufacturer in the world of *Type, Borders, Ornaments, Brass Rule, Brass Type, etc.* The variety of its manufactures is not equaled by any other type foundry, and none can give better service

This List

comprises a few of the many products sold by this Company to printers throughout the world



American Type the Best in Any Case

- Job and Body Type
- Borders and Ornaments
- Spaces and Quads
- Cast Cuts
- Cast Initials
- Brass Rule
- Brass Corners
- Brass Leads
- Brass Slugs
- Brass Galleys
- Galvanized Galleys
- Zinc Galleys
- Special Galleys
- Leads and Slugs
- Copper Thin Spaces
- Electric Welded Chases
- Bright Steel Chases
- Radio Iron Surfaces
- Steel Furniture
- Iron Furniture

Set in Cloister Cursive and Cloister Oldstyle

ORNAMENTATION
INVARIABLY ADDS LIFE TO THE
PRINTED PAGE

Decorative
MATERIAL



A wealth of beautiful
Borders, Ornaments and Initials
which will suggest new ideas
to the lovers of good
typography

AMERICAN TYPE FOUNDERS
COMPANY

This insert is printed on BLUE BISCAY WEDDING, plate finish
Basis 21½x33—76 lbs.
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.

BORDERS ORNAMENTS

AND

TYPOGRAPHIC EMBELLISHERS

A SHOWING OF TIMELY AND PRACTICAL DECORATIVE MATERIALS FOR MODERN COMPOSING ROOMS



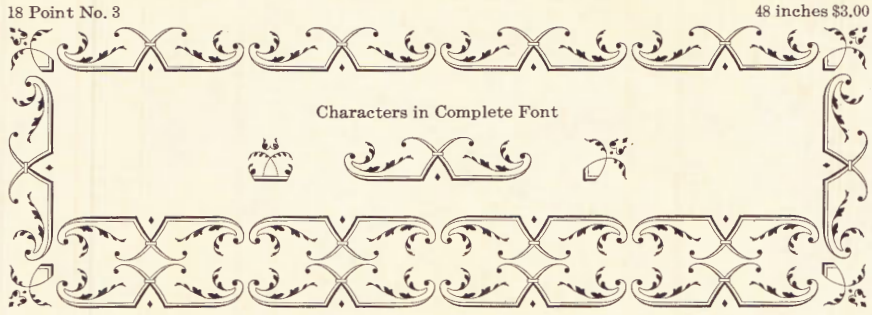
AMERICAN TYPE FOUNDERS COMPANY

THE LEADING TYPE FOUNDER

CLELAND COMBINATION ORNAMENTS

ROSA BORDERS

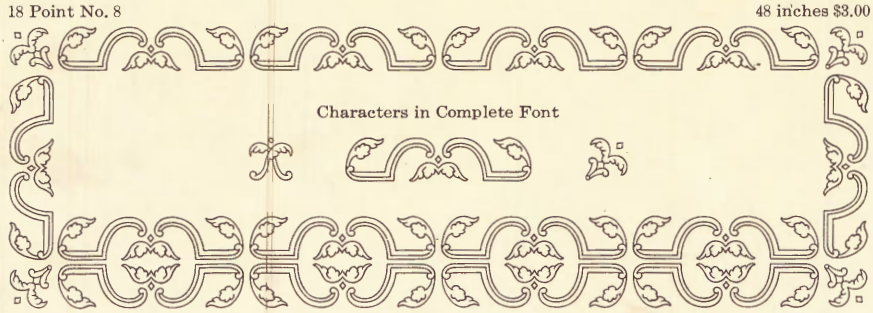
18 Point No. 3 — 48 inches $3.00



18 Point No. 5 — 48 inches $3.00



18 Point No. 8 — 48 inches $3.00



18 Point No. 7 — 48 inches $3.00

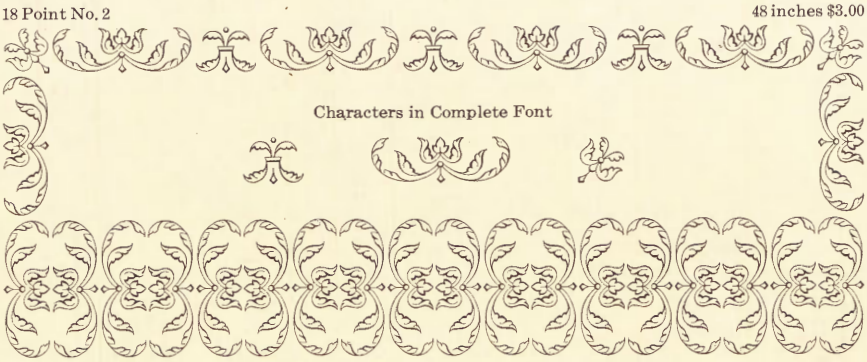


ROSA BORDERS

18 Point No. 1 — 48 inches $3.00



18 Point No. 2 — 48 inches $3.00



18 Point No. 6 — 48 inches $3.00



18 Point No. 4 — 48 inches $3.00



ROSA BORDERS

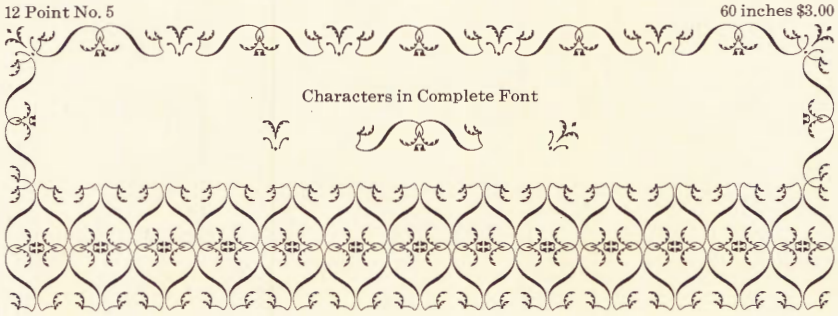
12 Point No. 1 — 60 inches $3.00



12 Point No. 8 — 60 inches $3.00



12 Point No. 5 — 60 inches $3.00



12 Point No. 3 — 60 inches $3.00

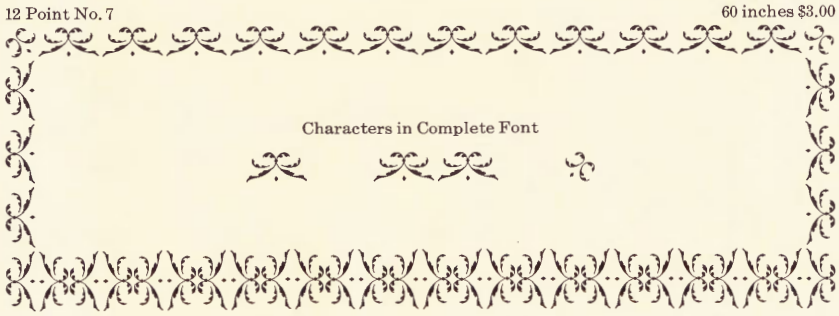


ROSA BORDERS

12 Point No. 2 — 60 inches $3.00



12 Point No. 7 — 60 inches $3.00



12 Point No. 6 — 60 inches $3.00



12 Point No. 4 — 60 inches $3.00



6 Point No. 5 — 60 inches $2.50



ROSA BORDERS

24 Point No. 10 — 42 inches $3.50

18 Point No. 10 — 48 inches $3.00

12 Point No. 10 — 60 inches $3.00

Characters in Complete Font



Characters are the same in design in all sizes of this border

AMERICAN
TYPE FOUNDERS
COMPANY

12 Point No. 9 — 60 inches $3.00

6 Point No. 9 — 60 inches $2.50

Characters in Complete Font



Characters are the same in design in both sizes of this border

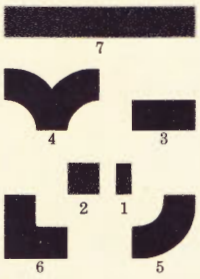
NEWSPAPER BORDERS

Characters in Complete Fonts

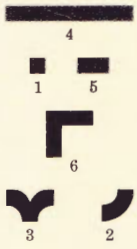
3-on-6 Point
No. 48
60 inches $2.25



12 Point No. 231
54 inches $2.25



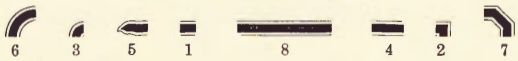
6 Point No. 254
60 inches $2.25



12 Point No. 1 54 inches $2.25

TRIPLE LINE BORDERS

Characters in Complete Font



6 Point No. 3 60 inches $2.25

12 Point No. 2 54 inches $2.25

TRIPLE LINE BORDERS

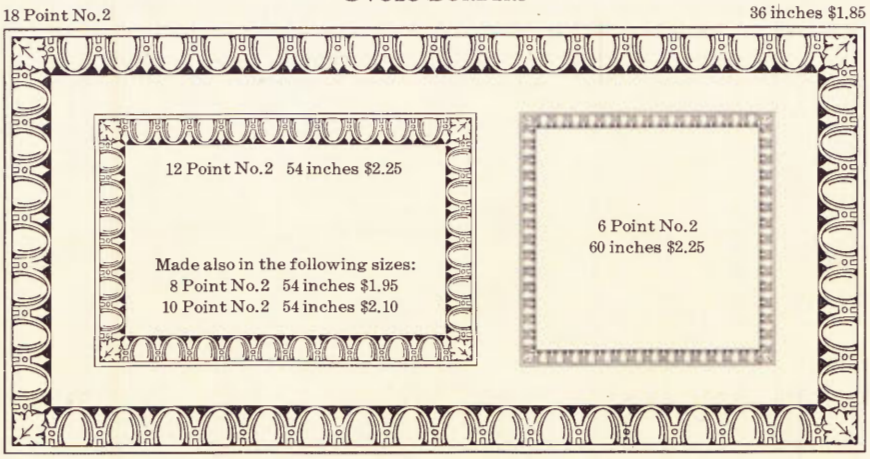
Characters in Complete Font



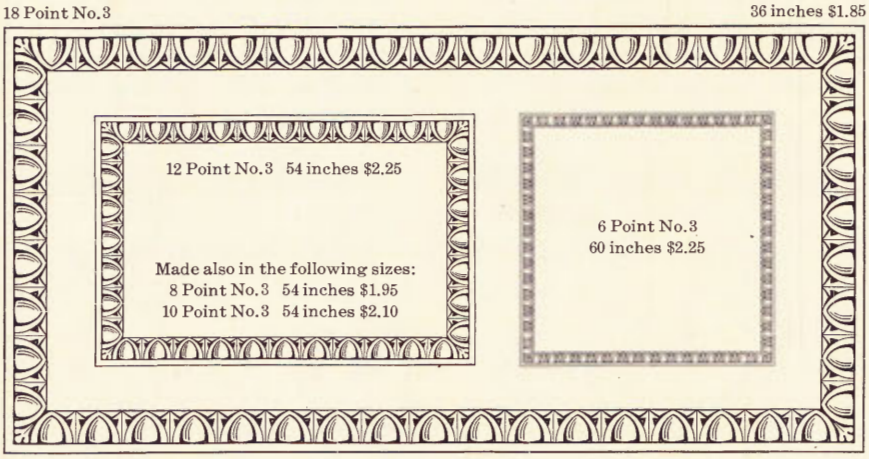
6 Point No. 4 60 inches $2.25

OVOLO BORDERS

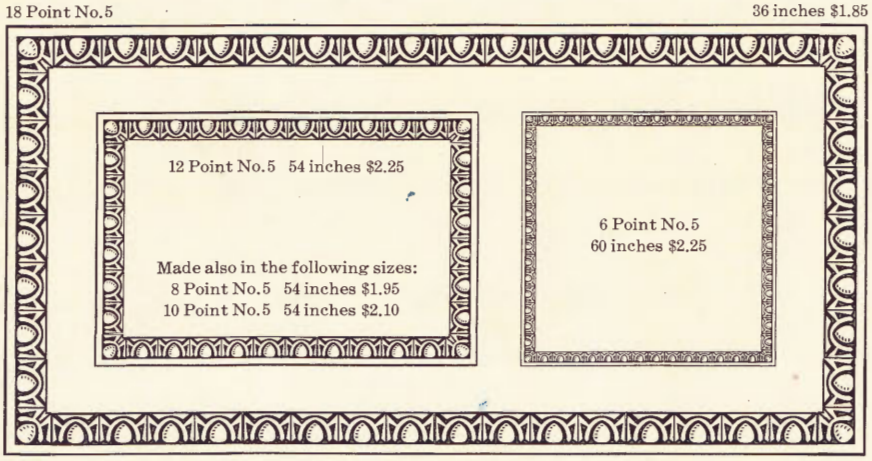
18 Point No.2 — 36 inches $1.85



18 Point No.3 — 36 inches $1.85



18 Point No.5 — 36 inches $1.85



ANNOUNCING

AN ORIGINAL AND BEAUTIFUL SERIES
OF DECORATIVE MATERIAL

TEAGUE
BORDERS

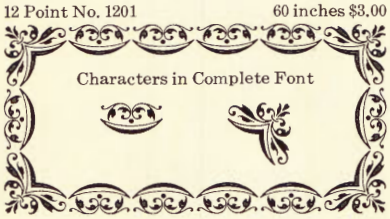
EACH border of this series is complete in itself and may be used separately when desired. When a larger or more elaborate embellishment is wanted two or more of these borders may be combined to produce beautiful and practical designs in headpieces and tailpieces, borders and bands. The combinations possible are almost unlimited



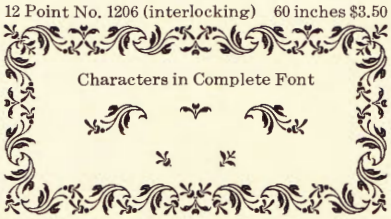
AMERICAN
TYPE FOUNDERS
COMPANY

TEAGUE BORDERS

12 Point No. 1201 60 inches $3.00



12 Point No. 1206 (interlocking) 60 inches $3.50



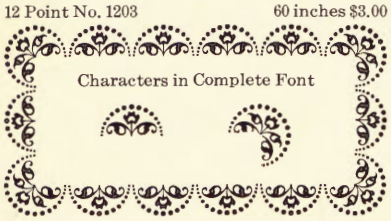
12 Point No. 1202 60 inches $3.00



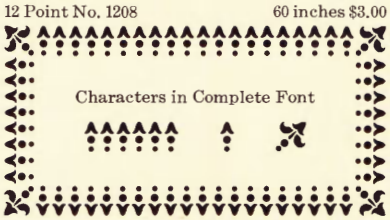
12 Point No. 1207 60 inches $3.00



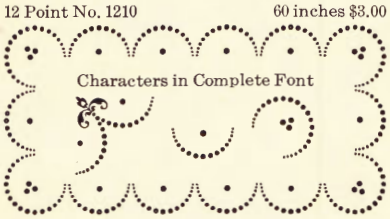
12 Point No. 1203 60 inches $3.00



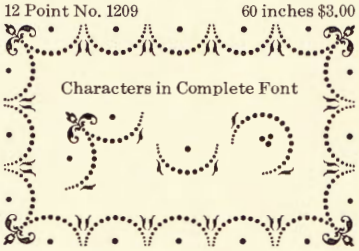
12 Point No. 1208 60 inches $3.00



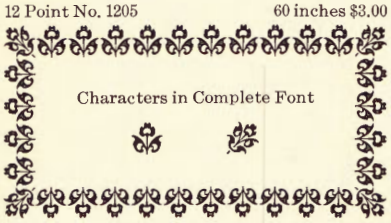
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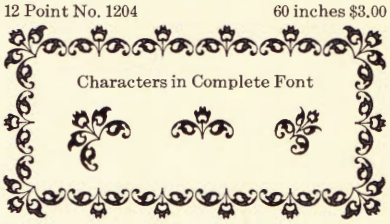
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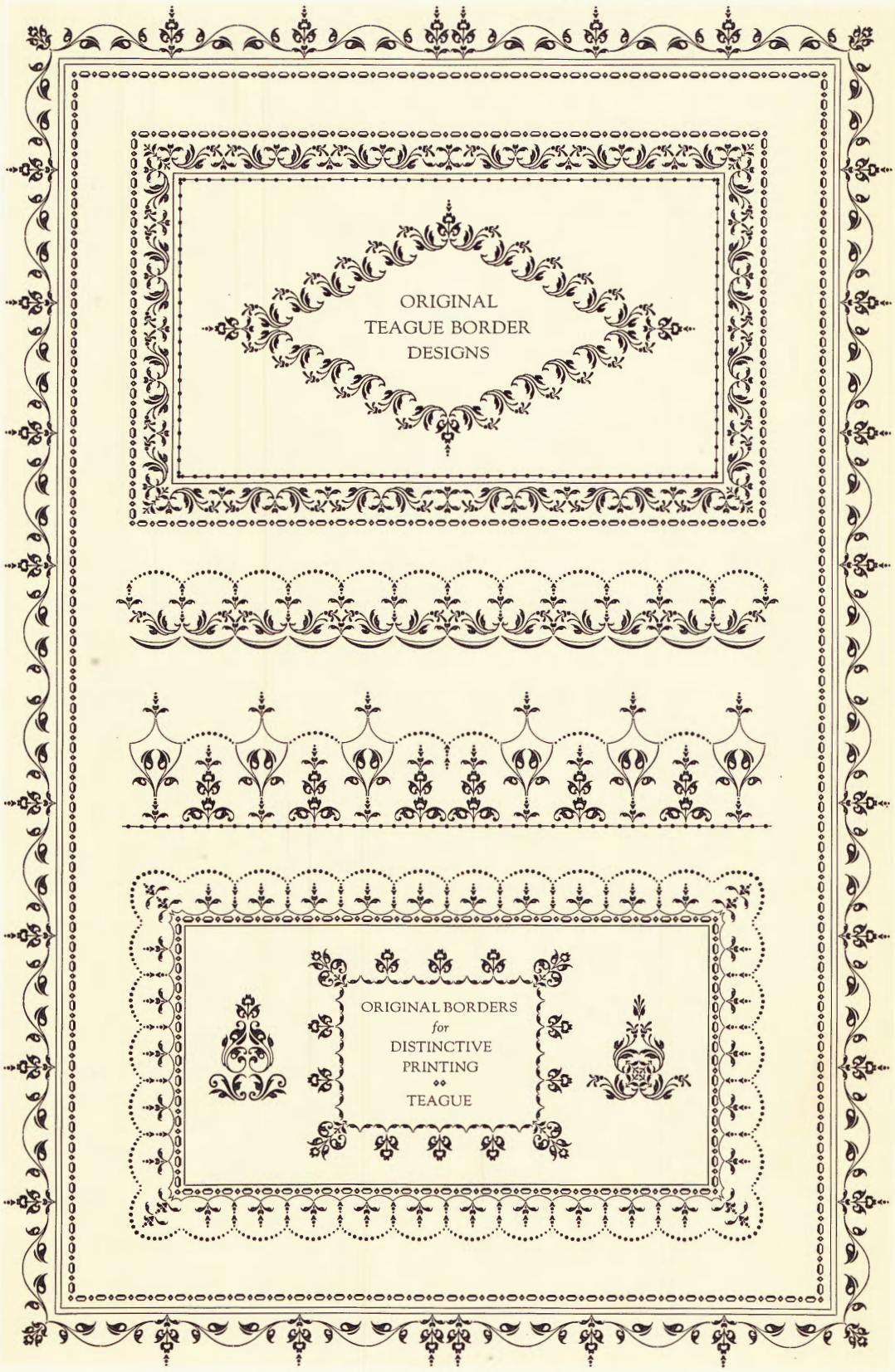


12 Point No. 1205 60 inches $3.00



12 Point No. 1204 60 inches $3.00



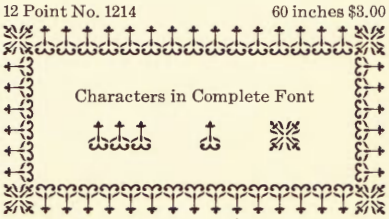

ORIGINAL
TEAGUE BORDER
DESIGNS
ORIGINAL BORDERS
for
DISTINCTIVE
PRINTING
TEAGUE

TEAGUE BORDERS

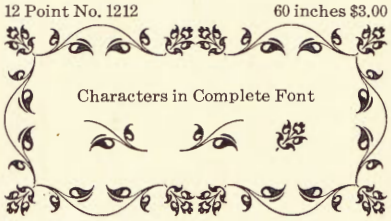
12 Point No. 1211 — 60 inches $3.00



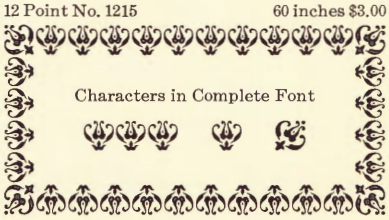
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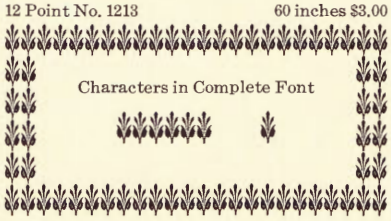
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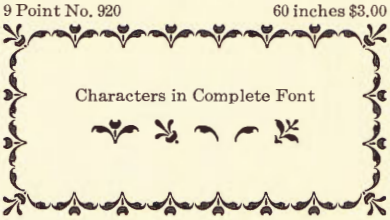
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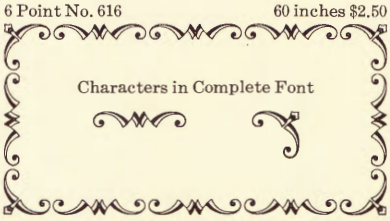
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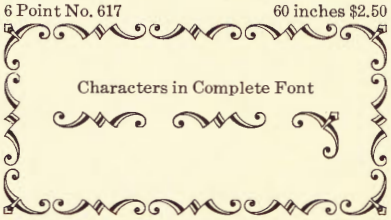
9 Point No. 920 — 60 inches $3.00



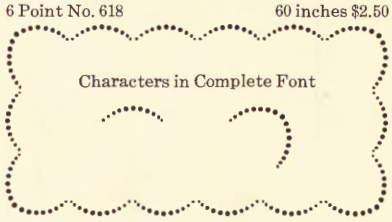
6 Point No. 616 — 60 inches $2.50



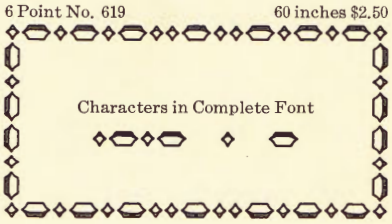
6 Point No. 617 — 60 inches $2.50



6 Point No. 618 — 60 inches $2.50



6 Point No. 619 — 60 inches $2.50



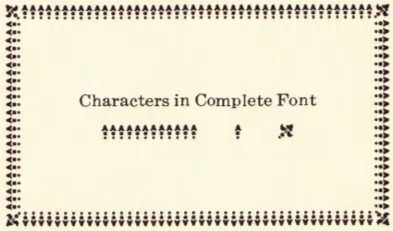

TAF
Co.
TEAGUE BORDERS
WILL COMBINE IN AN ALMOST UNLIMITED
NUMBER OF WAYS, YET EACH BORDER
IS COMPLETE IN ITSELF
USE
TEAGUE
BORDERS
DAILY

TEAGUE BORDERS

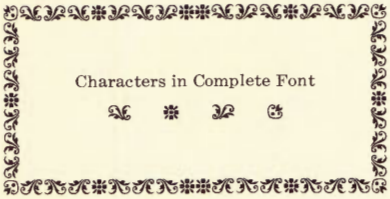
6 Point No. 620 — 60 inches $2.50



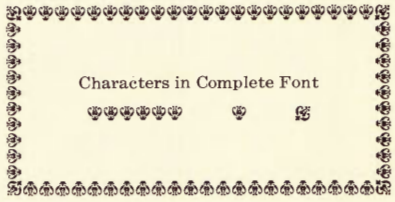
6 Point No. 608 — 60 inches $2.50



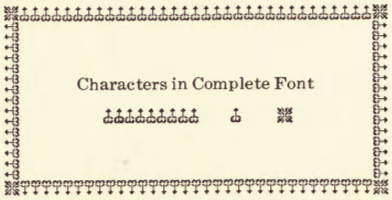
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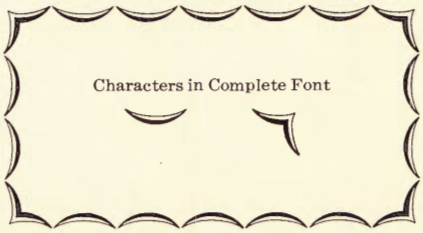
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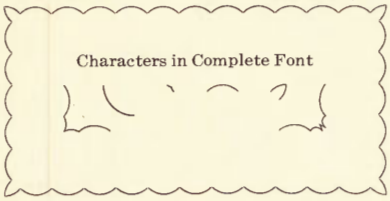
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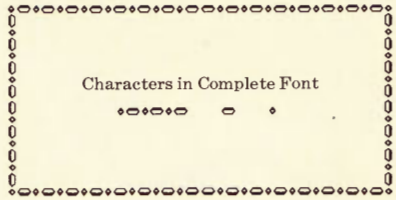
6 Point No. 623 — 60 inches $2.50



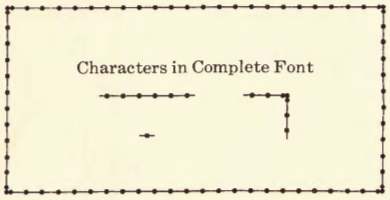
3 Point No. 321 — 66 inches $2.50



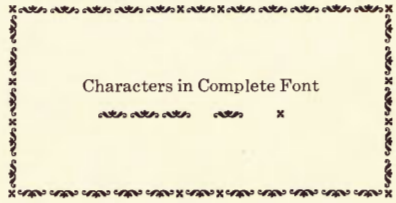
3 Point No. 319 — 66 inches $2.50



3 Point No. 322 — 66 inches $2.50



3 Point No. 324 — 66 inches $2.50



TEAGUE BORDERS

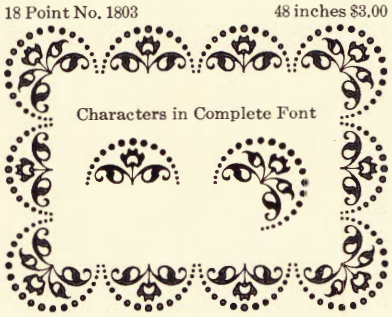
18 Point No. 1801 — 48 inches $3.00



18 Point No. 1802 — 48 inches $3.00



18 Point No. 1803 — 48 inches $3.00



18 Point No. 1804 — 48 inches $3.00



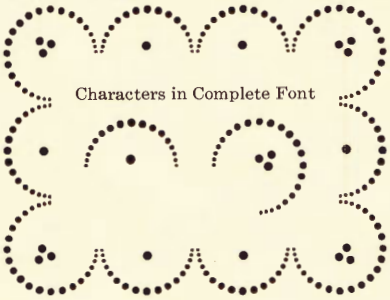
18 Point No. 1809 — 48 inches $3.00



18 Point No. 1805 — 48 inches $3.00



18 Point No. 1810 — 48 inches $3.00

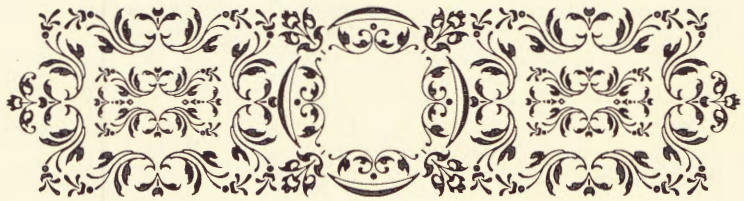


18 Point No. 1806 (interlocking) — 48 inches $3.50



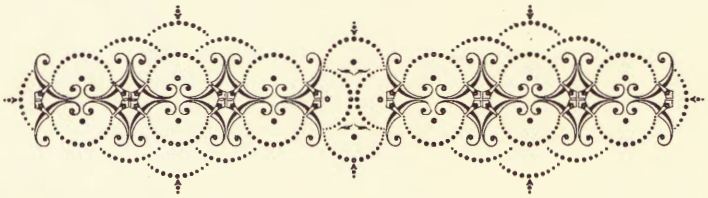
TEAGUE BORDERS

COMBINATION HEADPIECES, BANDS, ETC.











LINEAR BORDER NO. 2

48 Point 24 inches $2.90

6 Point 60 inches $2.25

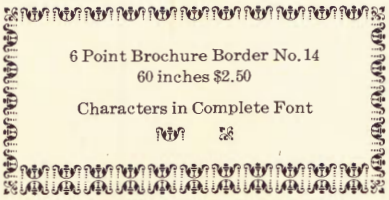
18 Point 36 inches $1.85

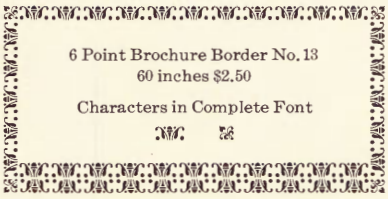
24 Point 36 inches $2.40

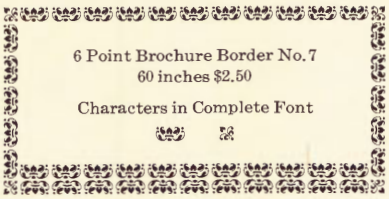
12 Point 54 inches $2.25

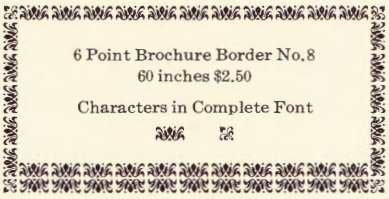
36 Point 24 inches $2.40

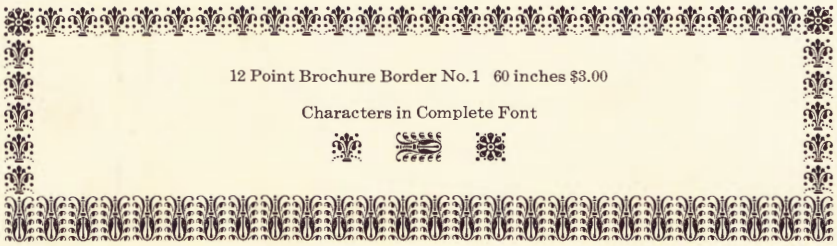
BROCHURE BORDERS



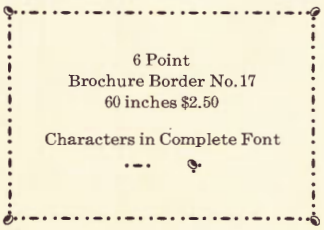


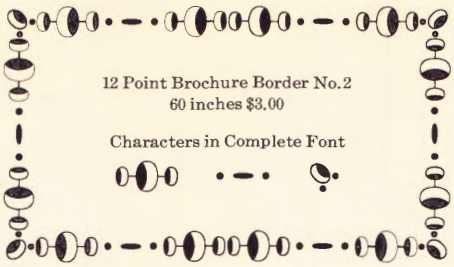


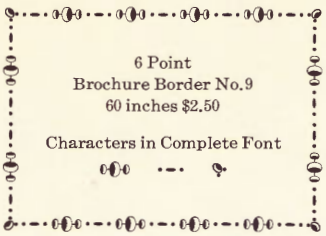




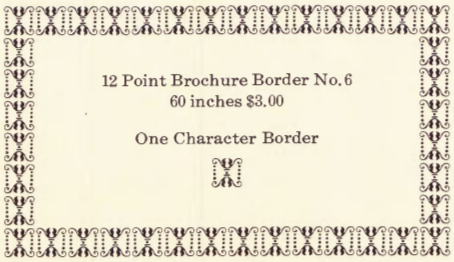


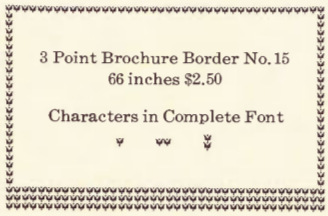


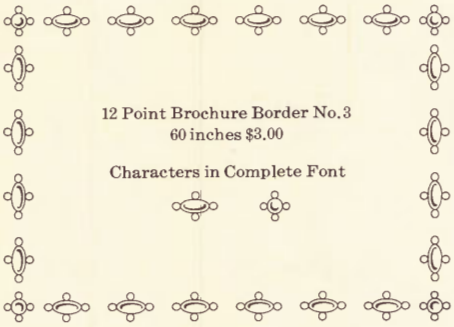


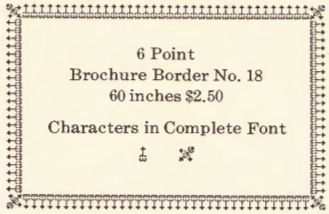


BROCHURE BORDERS





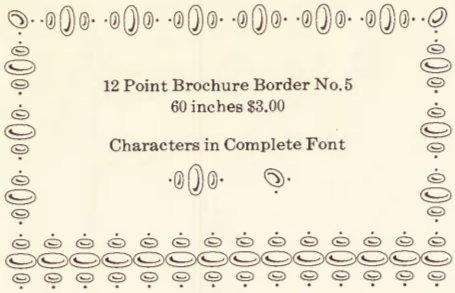










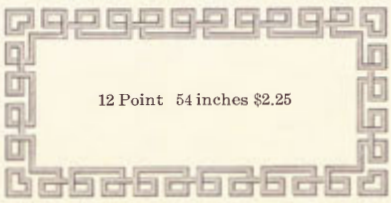




GRECIAN SHADED BORDERS



24 Point 36 inches $2.40



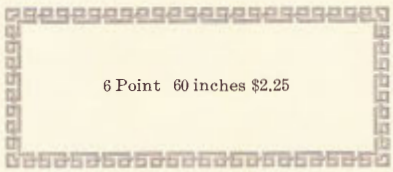
12 Point 54 inches $2.25



18 Point 36 inches $1.85



8 Point 54 inches $1.95



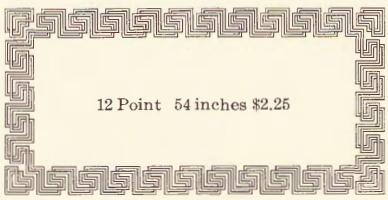
6 Point 60 inches $2.25

Made also in 10 Point 54 inches $2.10

GRECIAN OUTLINE BORDERS



24 Point 36 inches $2.40



12 Point 54 inches $2.25



18 Point 36 inches $1.85

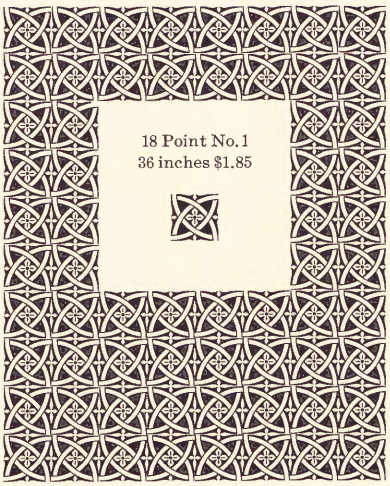


10 Point 54 inches $2.10

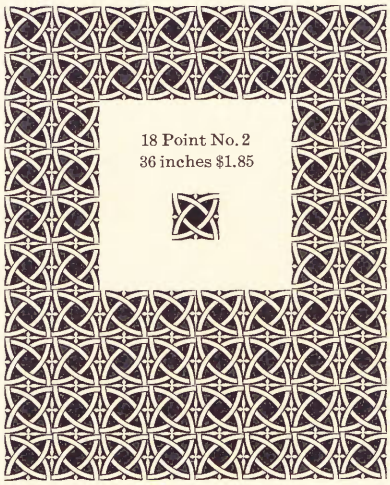


8 Point 54 inches $1.95

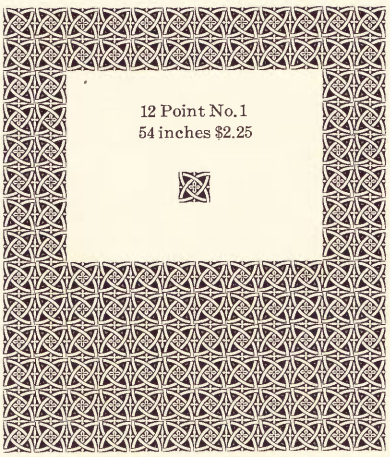
CELTIC BORDERS



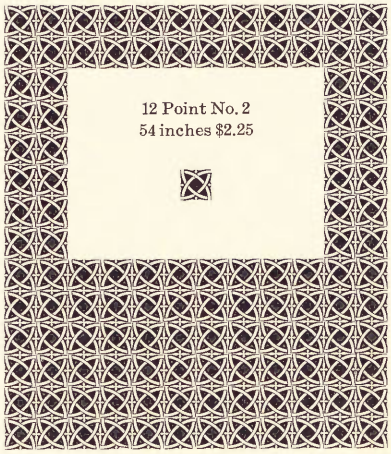
18 Point No. 1
36 inches $1.85



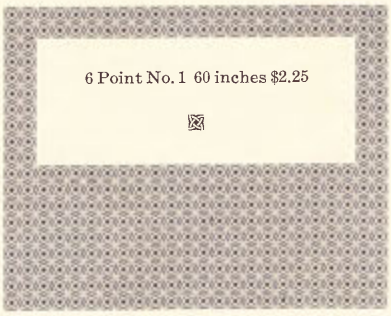
18 Point No. 2
36 inches $1.85



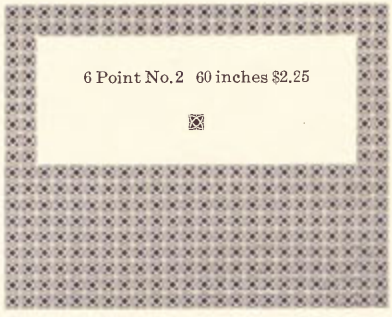
12 Point No. 1
54 inches $2.25



12 Point No. 2
54 inches $2.25



6 Point No. 1 60 inches $2.25

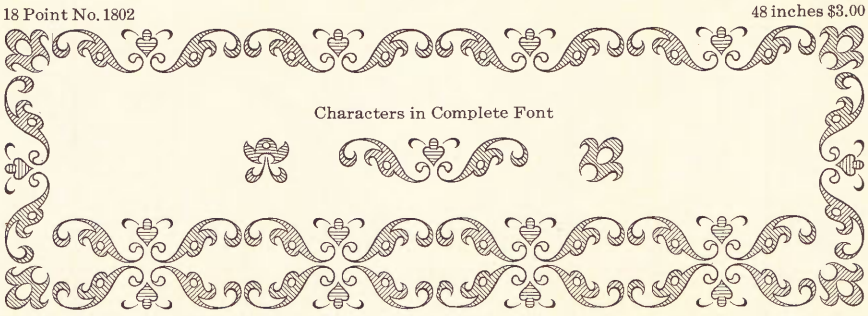


6 Point No. 2 60 inches $2.25

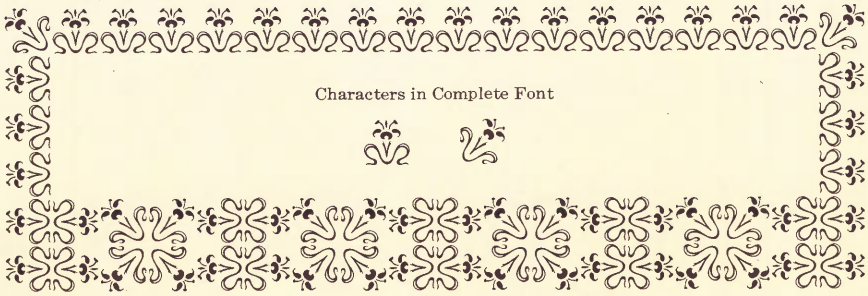
THESE SINGLE CHARACTER BORDERS MAKE GOOD TINTS AND BACKGROUNDS

CLELAND BORDERS

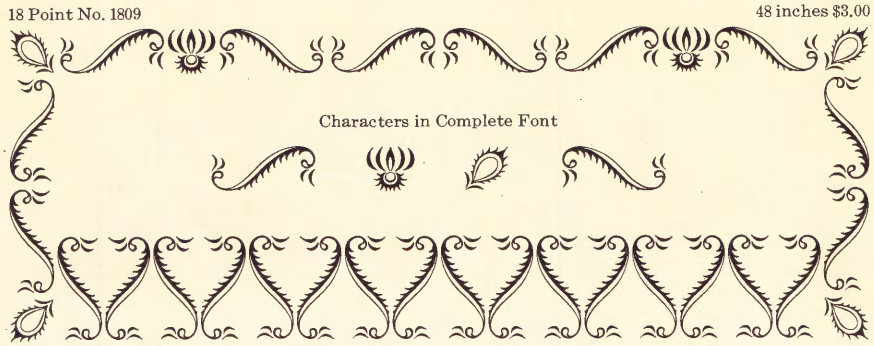
18 Point No. 1802 — 48 inches $3.00



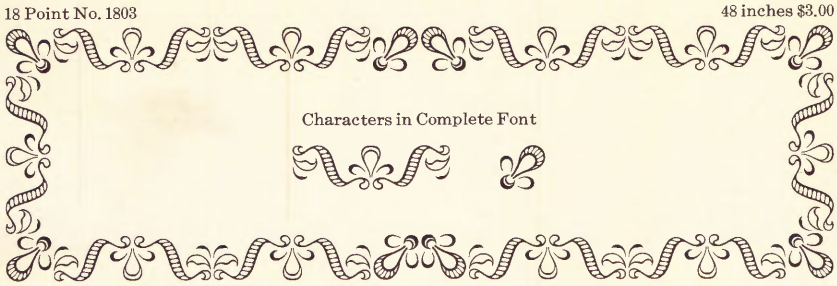
18 Point No. 1801 — 48 inches $3.00



18 Point No. 1809 — 48 inches $3.00

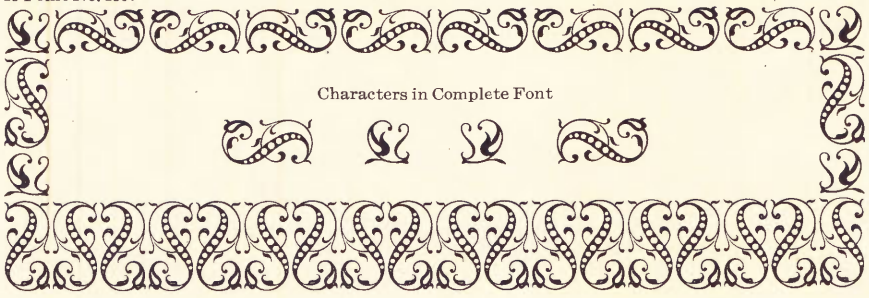


18 Point No. 1803 — 48 inches $3.00

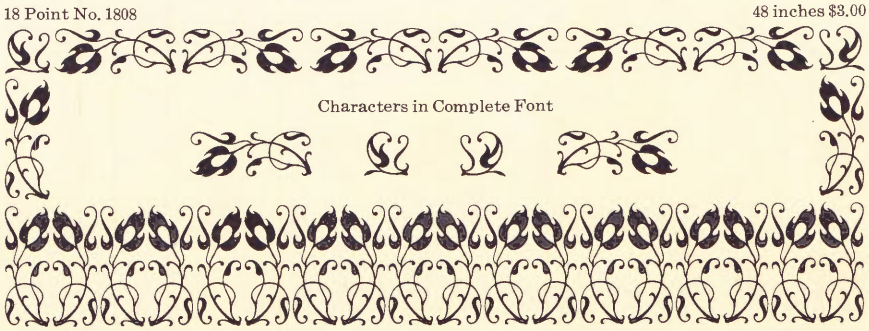


CLELAND BORDERS

18 Point No. 1807 — 48 inches $3.00



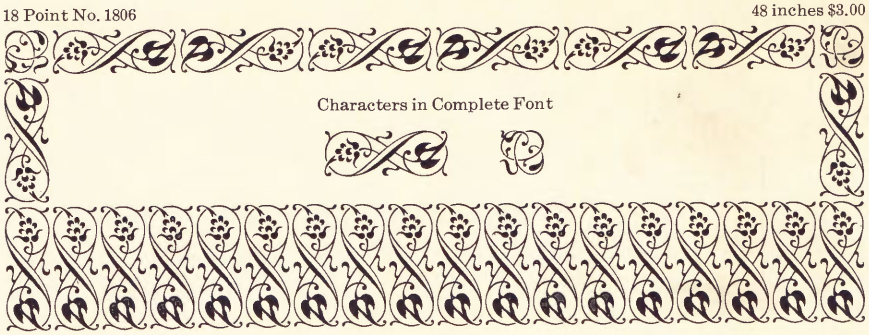
18 Point No. 1808 — 48 inches $3.00



18 Point No. 1805 — 48 inches $3.00



18 Point No. 1806 — 48 inches $3.00



CLELAND BORDERS

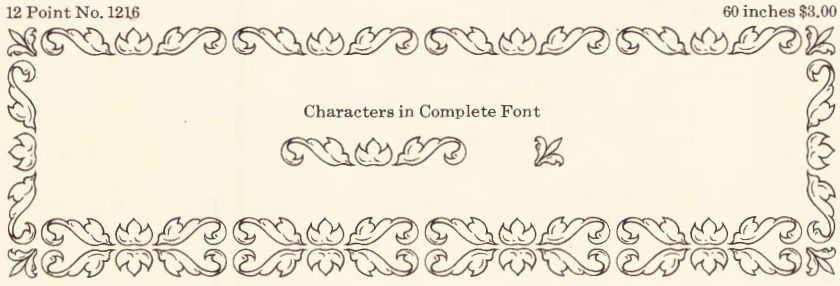
12 Point No. 1211 — 60 inches $3.00



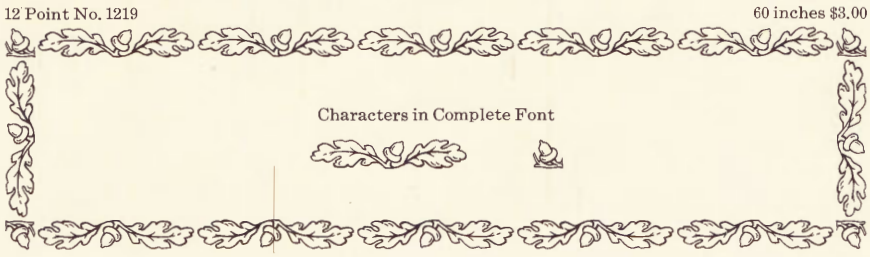
12 Point No. 1214 — 60 inches $3.00



12 Point No. 1216 — 60 inches $3.00



12 Point No. 1219 — 60 inches $3.00



CLELAND BORDERS

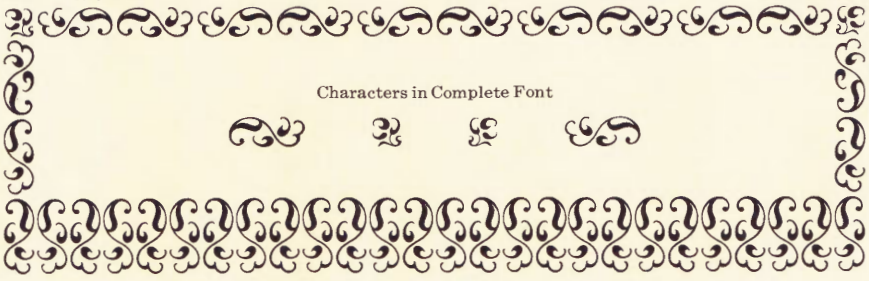
12 Point No. 1212 — 60 inches $3.00



12 Point No. 1239 — 60 inches $3.00



12 Point No. 1215 — 60 inches $3.00

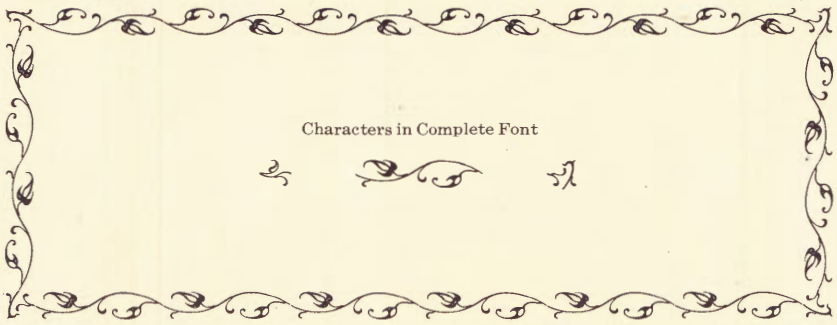


12 Point No. 1221 — 60 inches $3.00

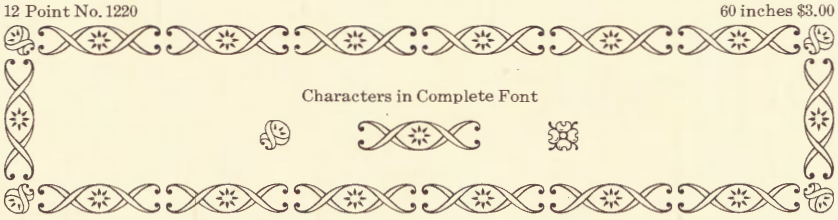


CLELAND BORDERS

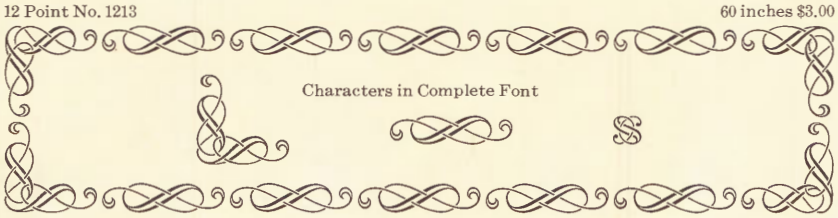
12 Point No. 1210 — 60 inches $3.00



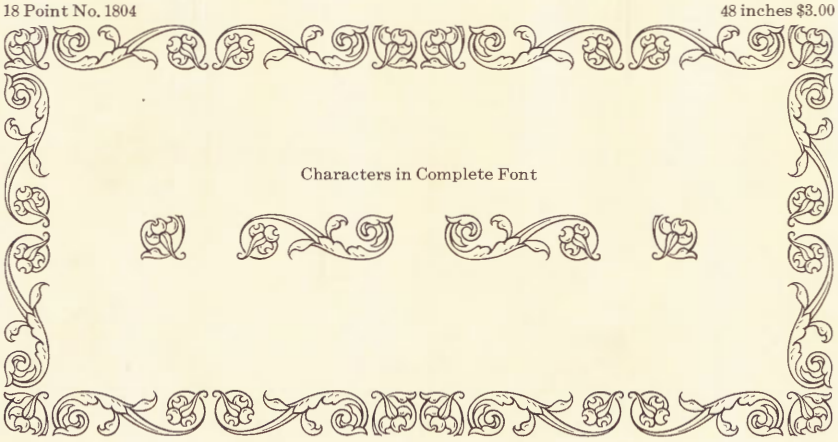
12 Point No. 1220 — 60 inches $3.00



12 Point No. 1213 — 60 inches $3.00



18 Point No. 1804 — 48 inches $3.00



CLELAND BORDERS

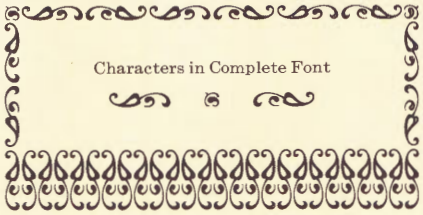
6 Point No. 625 — 60 inches $2.50



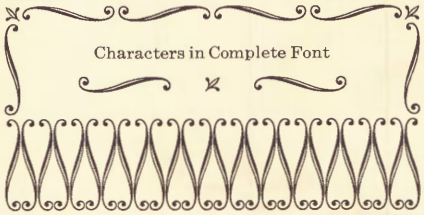
6 Point No. 636 — 60 inches $2.50



6 Point No. 628 — 60 inches $2.50



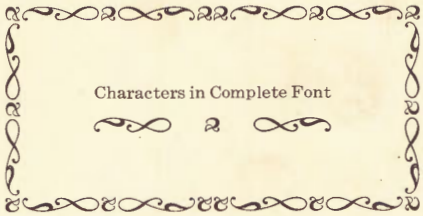
6 Point No. 632 — 60 inches $2.50



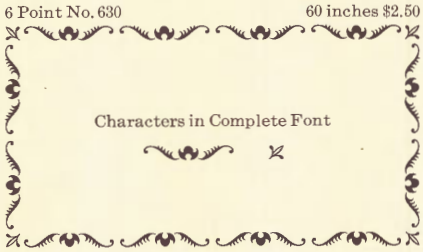
6 Point No. 627 — 60 inches $2.50



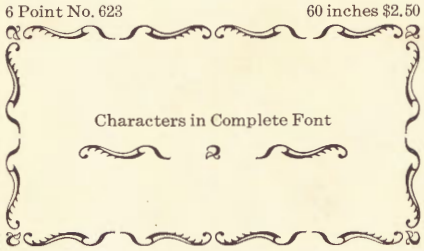
6 Point No. 635 — 60 inches $2.50



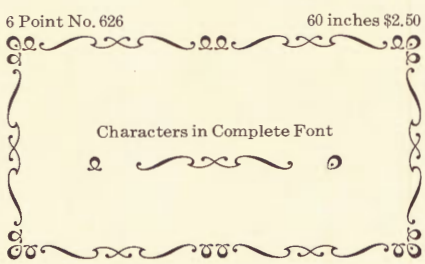
6 Point No. 630 — 60 inches $2.50



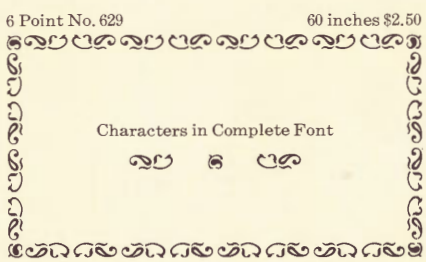
6 Point No. 623 — 60 inches $2.50



6 Point No. 626 — 60 inches $2.50

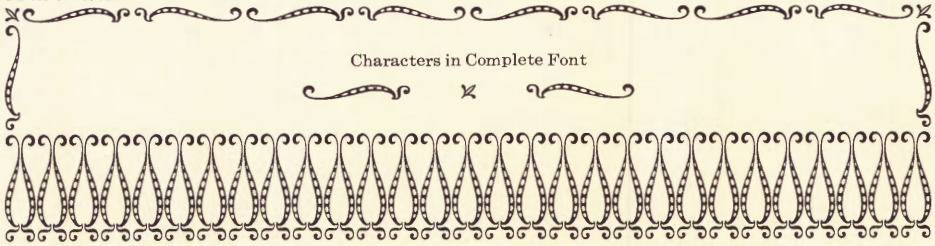


6 Point No. 629 — 60 inches $2.50

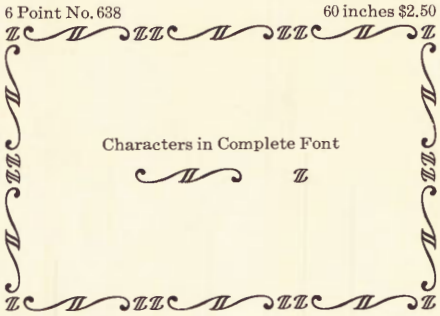


CLELAND BORDERS

6 Point No. 637 — 60 inches $2.50



6 Point No. 638 — 60 inches $2.50



6 Point No. 617 — 60 inches $2.50



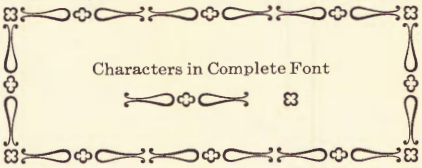
6 Point No. 624 — 60 inches $2.50



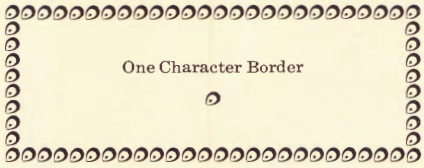
6 Point No. 633 — 60 inches $2.50



6 Point No. 634 — 60 inches $2.50



6 Point No. 618 — 60 inches $2.50



6 Point No. 631 — 60 inches $2.50



6 Point No. 622 — 60 inches $2.50

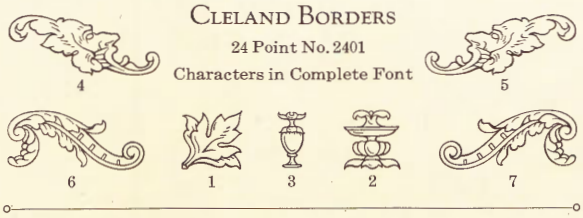


24 Point No. 2401 Per font $4.00

CLELAND BORDERS

24 Point No. 2401

Characters in Complete Font



24 Point No. 2402 Characters in Complete Font



24 Point No. 2402 Per font $3.50

24 Point No. 2403 Per font $4.00

CLELAND BORDERS

24 Point No. 2403 (Interlocking) Characters in Complete Font

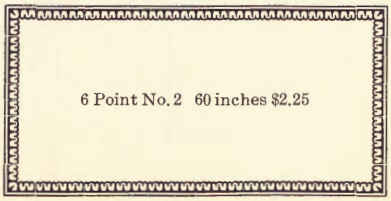


24 Point No. 2404 Characters in Complete Font

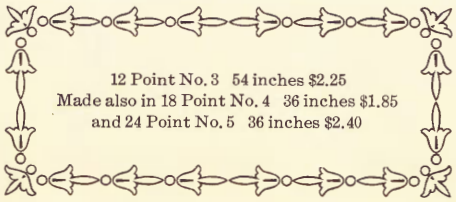


24 Point No. 2404 Per font $3.50

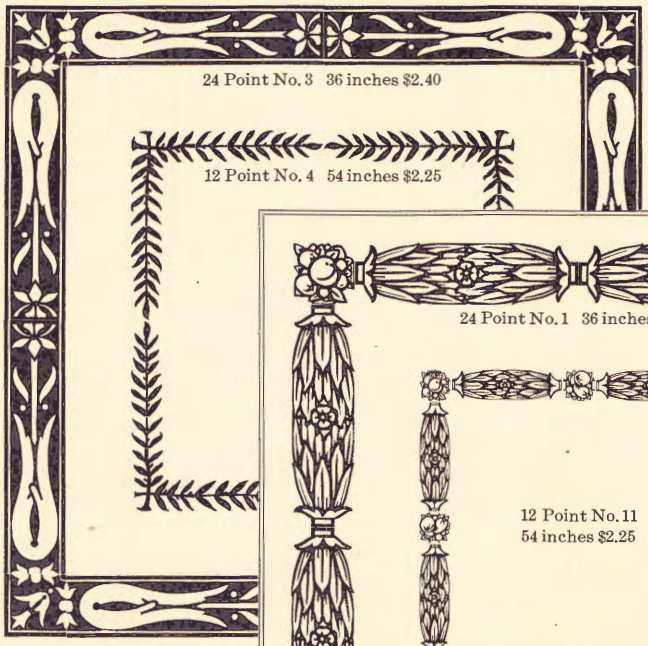
DELLA ROBBIA BORDERS



6 Point No. 2 60 inches $2.25



12 Point No. 3 54 inches $2.25
Made also in 18 Point No. 4 36 inches $1.85
and 24 Point No. 5 36 inches $2.40



24 Point No. 3 36 inches $2.40

12 Point No. 4 54 inches $2.25



6 Point No. 6
60 inches $2.25

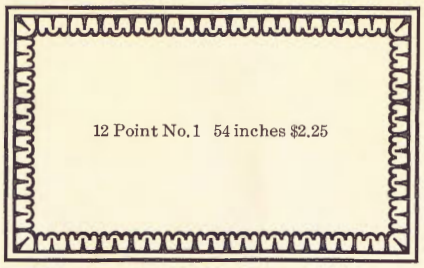
24 Point No. 1 36 inches $2.40

12 Point No. 11
54 inches $2.25

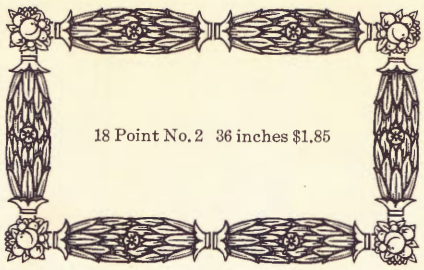
Made also in 36 Point No. 3 24 inches $2.40



6 Point No. 1
60 inches $2.25



12 Point No. 1 54 inches $2.25



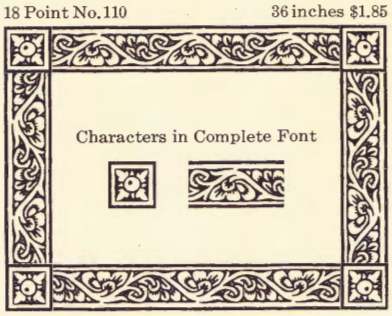
18 Point No. 2 36 inches $1.85

CHAUCER BORDERS

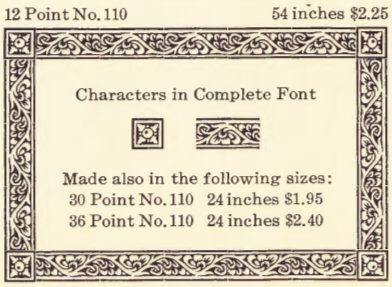
24 Point No. 110 — 36 inches $2.40



18 Point No. 110 — 36 inches $1.85



12 Point No. 110 — 54 inches $2.25



PABST BORDERS

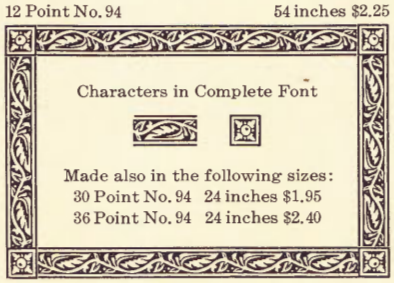
24 Point No. 94 — 36 inches $2.40



18 Point No. 94 — 36 inches $1.85



12 Point No. 94 — 54 inches $2.25

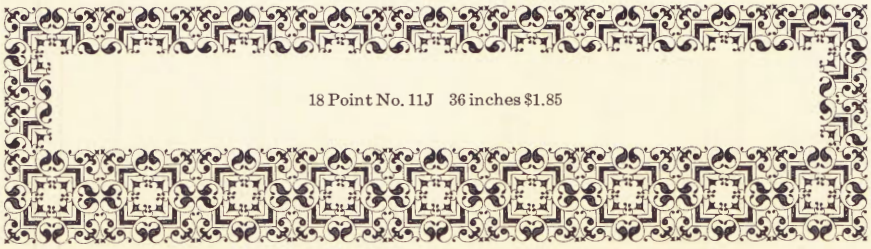


BROCKTON BORDERS

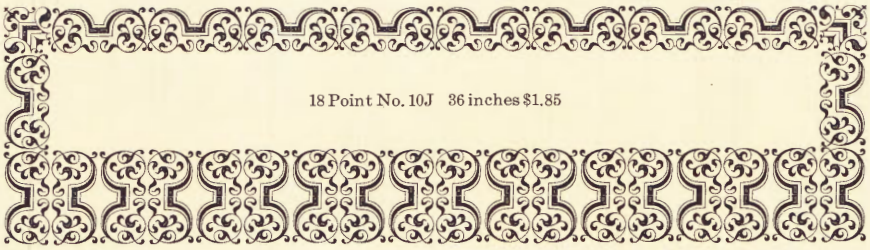
12 Point — 54 inches $2.25



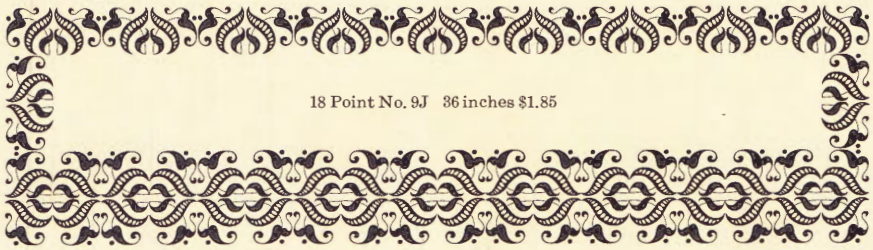
CHAP-BOOK BORDERS



18 Point No. 11J 36 inches $1.85



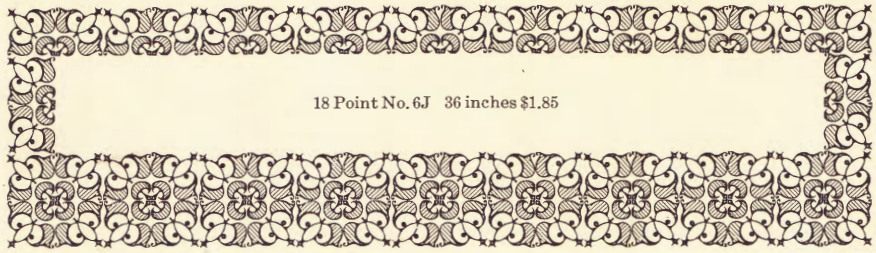
18 Point No. 10J 36 inches $1.85



18 Point No. 9J 36 inches $1.85



18 Point No. 8J 36 inches $1.85



18 Point No. 6J 36 inches $1.85

FOR ONE OR TWO COLORS

A Showing of

Holiday Borders

Made in a Variety of Appropriate Designs and Desirable Sizes



American Type Founders Company

DECORATIVE MATERIAL OF EVERY DESCRIPTION

Set in Caslon Oldstyle No. 471 *and Italic* Cloister Black Caslon Swash Characters
Holly Border Holiday Decorator

HOLIDAY BORDERS NOS. 23 AND 24

Characters in Complete Font



This 36 Point Holiday Border may be appropriately used for either one or two colors. Around this portion of the page it is shown in combination



36 Point No. 23 24 inches $2.40 36 Point No. 24 (Color for No. 23) 24 inches $2.40

36 Point No. 7 24 inches $2.40 36 Point No. 8 (Color for No. 7) 24 inches $2.40

24 Point No. 5 36 inches $2.40 24 Point No. 6 (Color for No. 5) 36 inches $2.40

HOLIDAY BORDERS

12 Point No. 1 (One color only) 54 inches $2.25



Characters in Complete Font



Characters in all four sizes of these borders are the same in design

18 Point No. 3 36 inches $1.85 18 Point No. 4 (Color for No. 3) 36 inches $1.85

36 Point No. 15 24 inches $2.40

24 Point No. 13 36 inches $2.40

HOLIDAY BORDERS

12 Point No. 9 54 inches $2.25



Characters in Complete Font



Characters in all four sizes of these borders are the same in design

18 Point No. 11 36 inches $1.85

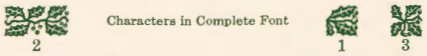
Borders shown on this page are made for one color only

18 Point No. 180026 36 inches $1.85

24 Point No. 240026 36 inches $2.40

HOLLY BORDERS

12 Point No. 120026 54 inches $2.25



Characters in Complete Font

Characters in all three sizes of these borders are the same in design

24 Point No. 12 (for two colors) 36 inches $4.80

18 Point No. 10 (for two colors) 36 inches $3.70

HOLLY BORDERS

12 Point No. 8 (for two colors) 54 inches $4.50

Characters in Complete Font



Characters in all three sizes of these borders are the same in design

24 Point No. 11 36 inches $2.40

18 Point No. 9 36 inches $1.85

HOLLY BORDERS

12 Point No. 7 54 inches $2.25

Characters in Complete Font



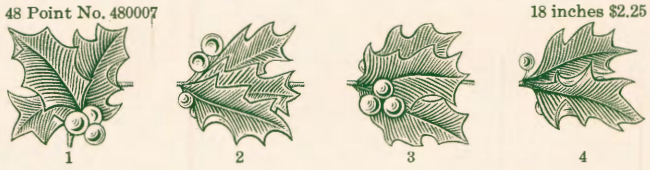
Characters in all three sizes of these borders are the same in design

Decorative Material

Combination of No. 480007 and No. 480009

Holly Border

48 Point No. 480007 — 18 inches $2.25



48 Point No. 480009 (Red Berries only) — 18 inches $2.25



48 Point No. 480008 (tint for this border) can also be furnished — 18 inches $2.25

Holly Border No. 1

Per font $2.40
(For one color only)







Holly Border Nos. 2 and 3

No. 3 Per font $2.40
No. 2 (Color) Per font $2.40







Each font contains 24 inches

The border used around the lower half of this page is Holly Border Nos. 2 and 3; the No. 2 is the red dots (or berrries) only

36 Point No. 27 (Green) 42 inches $4.25 36 Point No. 28 (Color for No. 27) 42 inches $4.25

HOLIDAY BORDERS NOS. 27 AND 28

Characters in Complete Font


24 Green 34 Red


21 Green
31 Red


22 Green 32 Red


11 Green


6 Green


10 Green


8 Green


25 Green
35 Red


23 Green 33 Red


29 Green
39 Red


27 Green
37 Red

36 Point No. 26 (for one color only) 42 inches $4.25

The borders shown on this page are made for one or two colors and are fonted separately
Fonts of red characters (berries) include special justifying spaces which are the exact size of the four one-color pieces, and enable the printer to assemble color forms with great ease

24 Point No. 30 (Green) 54 inches $4.25 24 Point No. 31 (Color for No. 30) 54 inches $4.25

HOLIDAY BORDERS NOS. 30 AND 31

Characters in Complete Font


203 Green
303 Red


201 Green
301 Red


202 Green
302 Red


108 Green


106 Green


110 Green


111 Green


207 Green
307 Red


209 Green
309 Red


204 Green
304 Red


205 Green
305 Red

24 Point No. 29 (for one color only) 54 inches $4.25

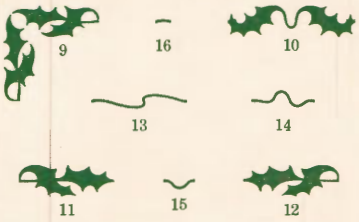
24 Point No. 34 (for two colors) Per font $5.40

12 Point No. 32 (for two colors)
Per font $4.85

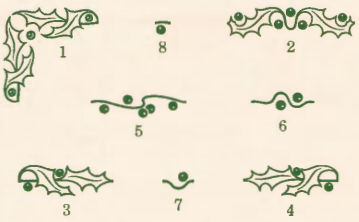
HOLIDAY BORDERS

Made for two colors

Characters in Complete Font



Characters in all three sizes of this border are identical in design and numbered the same as those shown here



AMERICAN TYPE FOUNDERS
COMPANY

18 Point No. 33 (for two colors) Per font $5.15

CHRISTMAS TREE BORDERS

Made in Six Sizes



12 Point 54 inches $2.25



18 Point 36 inches $1.85



36 Point 24 inches $2.40



24 Point 36 inches $2.40



48 Point 18 inches $2.25



60 Point 12 inches $1.80

HOLLY CORNERS



No. 11

No. 10



No. 9

No. 8

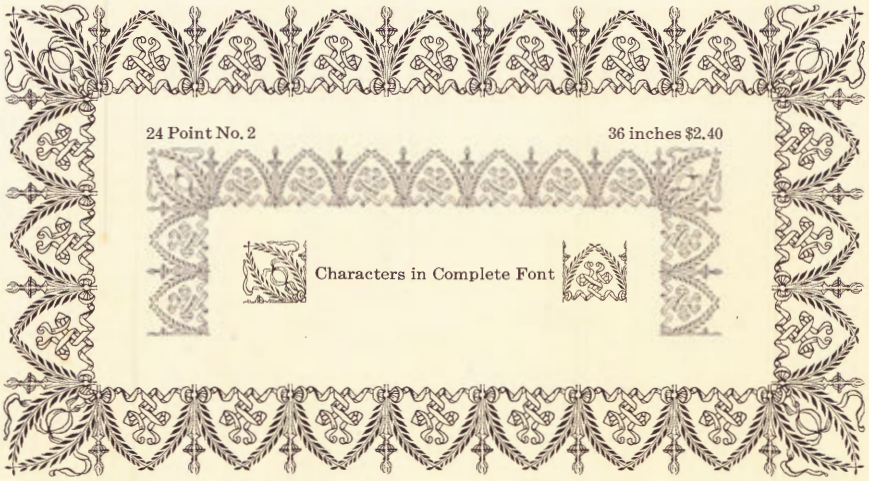
No. 10, for one color . . . Per set of four $1.00
No. 11, for two colors . Per set of four $2.00

No. 8, for two colors . . Per set of four $2.00
No. 9, for two colors . Per set of eight $1.15

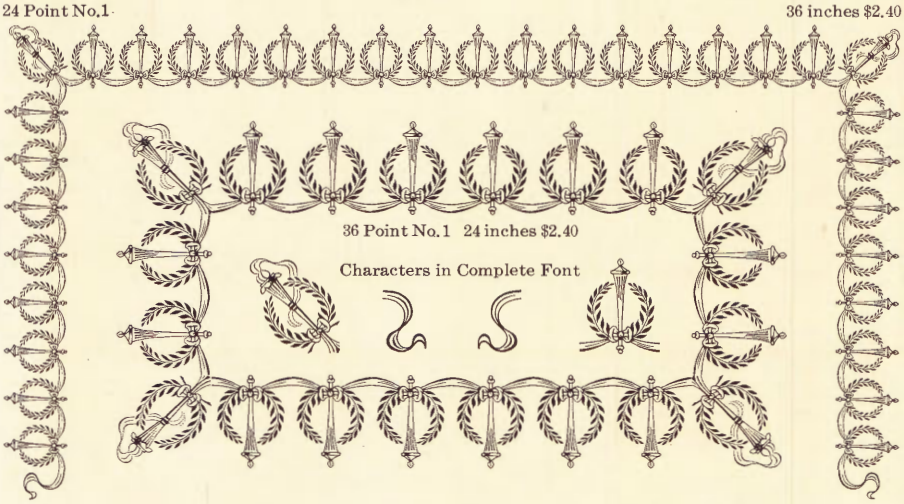
This insert printed on PINK ARVEN COVER, plate finish
Basis 25 x 38–80 lbs.
Made by AMERICAN WRITING PAPER CO.
Holyoke, Mass.

EMPIRE BORDERS

36 Point No. 2 — 24 inches $2.40



24 Point No. 1 — 36 inches $2.40





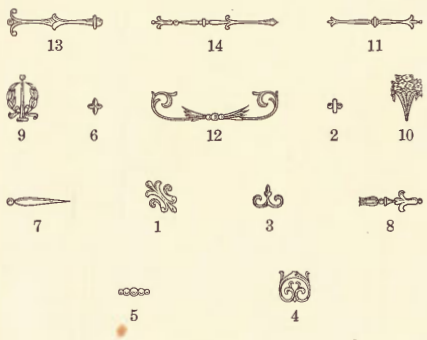
36 Point No. 3 24 inches $2.40

ENGRAVERS BORDERS

12 Point No. 1205 — 54 inches $2.25

12 Point No. 1202 — Per font $3.35

Characters in Complete Font



12 Point No. 1204 — 54 inches $2.25

12 Point No. 1203 — 54 inches $2.25

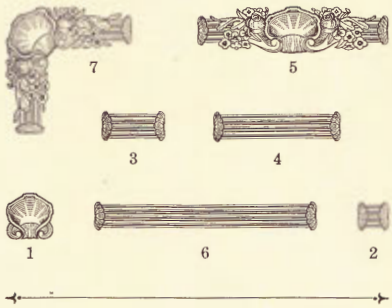
Characters in Complete Font



ENGRAVERS BORDERS

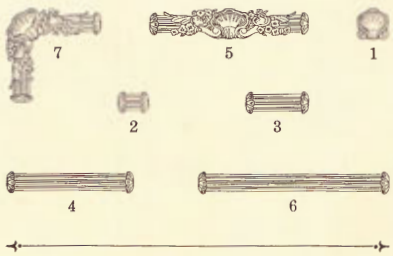
18 Point No. 1801 48 inches $2.75

Characters in Complete Font



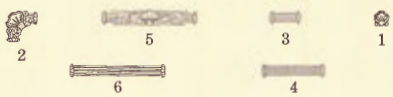
12 Point No. 1201 54 inches $2.25

Characters in Complete Font



6 Point No. 601 60 inches $2.25

Characters in Complete Font

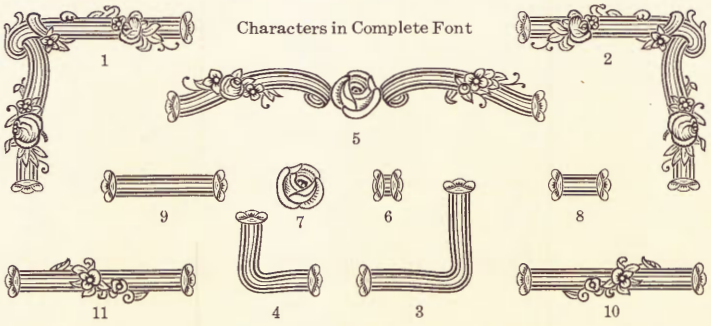


ENGRAVERS BORDERS

18 Point No. 1806

Characters in Complete Font

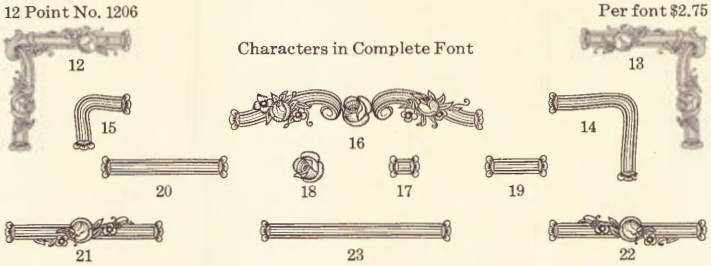
Per font $4.15



12 Point No. 1206

Characters in Complete Font

Per font $2.75

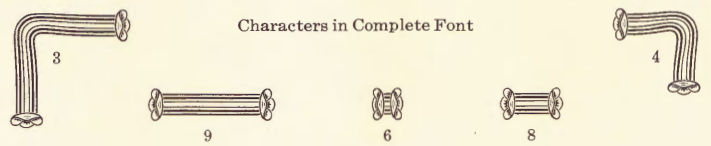


ENGRAVERS BORDERS

18 Point No. 1807

Characters in Complete Font

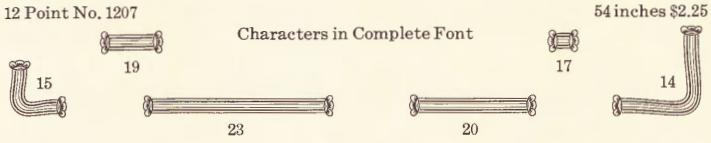
36 inches $1.85

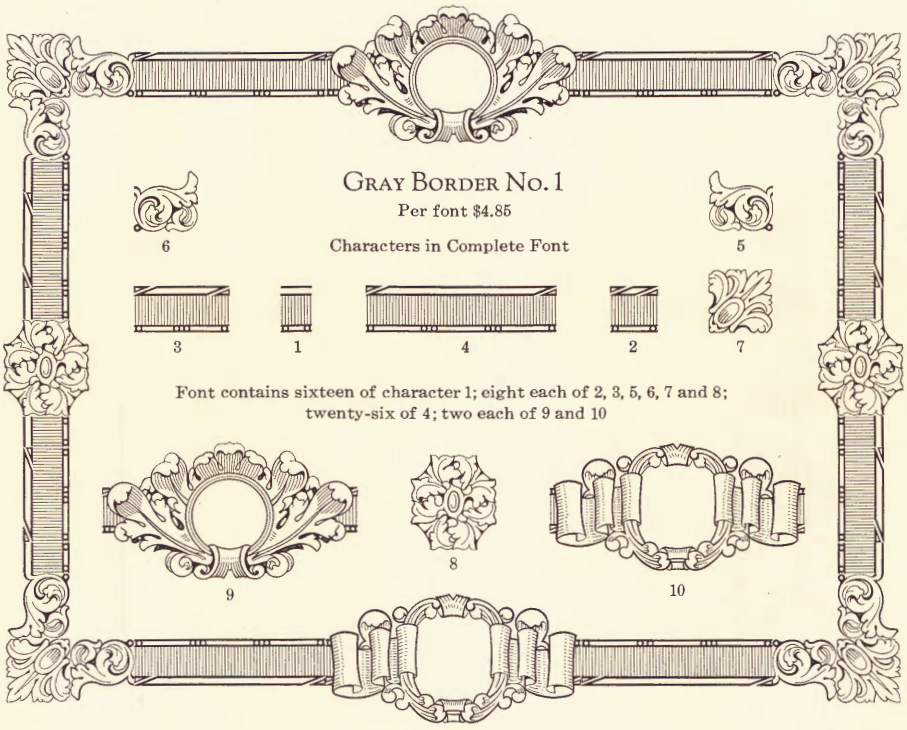


12 Point No. 1207

Characters in Complete Font

54 inches $2.25





GRAY BORDER NO. 1

Per font $4.85

Characters in Complete Font

6 5 3 1 4 2 7

Font contains sixteen of character 1; eight each of 2, 3, 5, 6, 7 and 8; twenty-six of 4; two each of 9 and 10

9 8 10



GRAY BORDER NO. 2

Per font $4.85

Characters in Complete Font

6 5 3 1 4 2 7

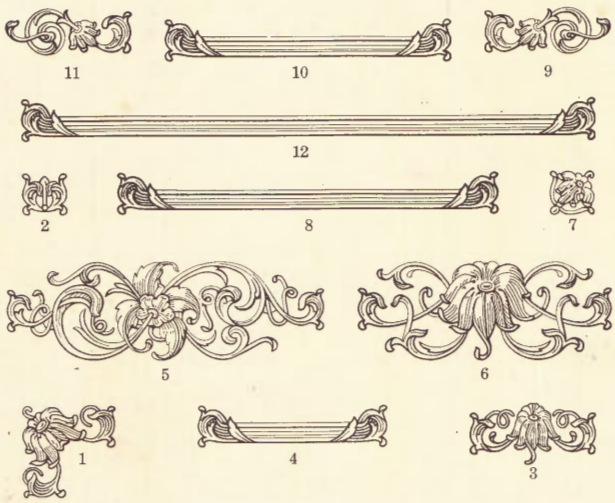
Font contains sixteen of character 1; eight each of 2, 3, 5, 6, 7 and 8; twenty-six of 4; two each of 9 and 10

9 8 10

HAFTEL BORDER NO. 2

18 Point Per font $5.50

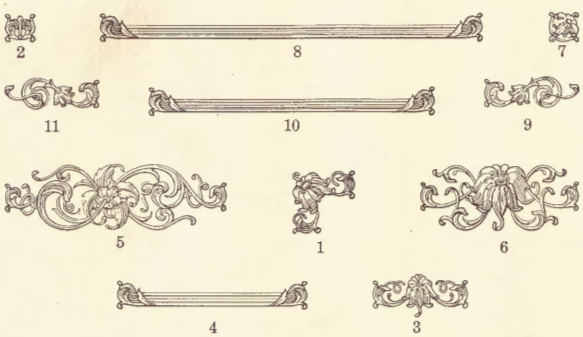
Characters in Complete Font



HAFTEL BORDER NO. 1

12 Point Per font $3.75

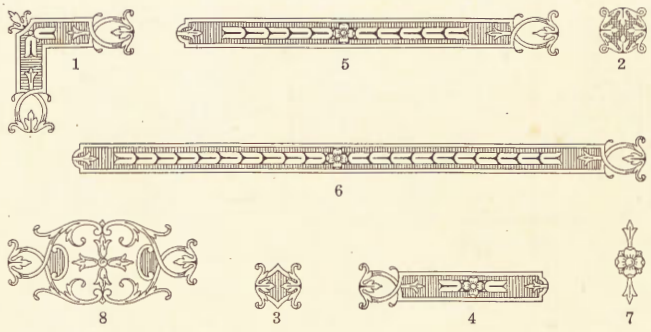
Characters in Complete Font



HAFTEL BORDER NO. 3

18 Point Per font $5.50

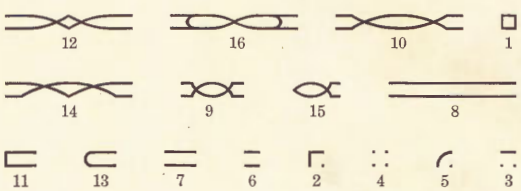
Characters in Complete Font



MONOTONE BORDER NO. 1

6 Point 60 inches $2.25

Characters in Complete Font



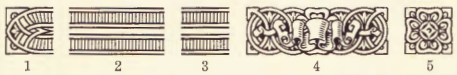
Monotone Border No. 2 (tint for No. 1) 60 inches $2.25

ANTIQUE BORDERS No. 1

24 Point — 36 inches $2.40

18 Point — 36 inches $1.85

Characters in Complete Font



12 Point — 54 inches $2.25

Characters in Complete Font

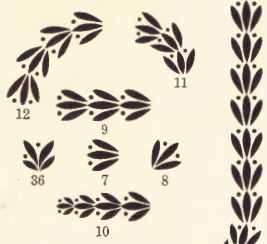


LAUREL BORDERS

18 Point — 36 inches $1.85

12 Point — 54 inches $2.25

Characters in Complete Font



6 Point — 60 inches $2.25

Characters in Complete Font



ITALIAN BORDERS





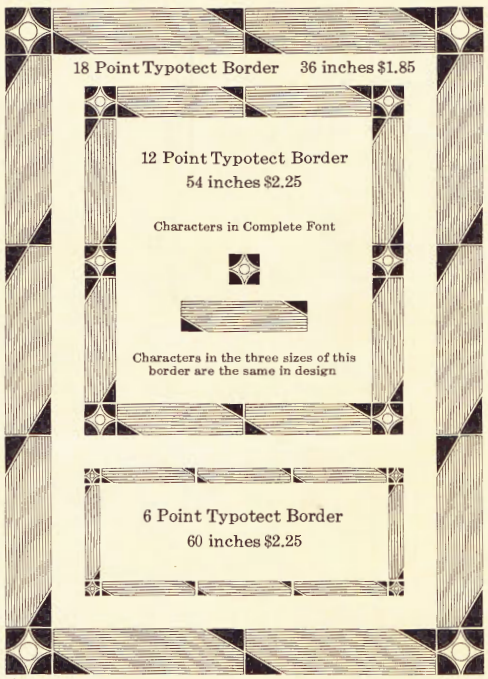








TYPOTECT BORDER NO. 1

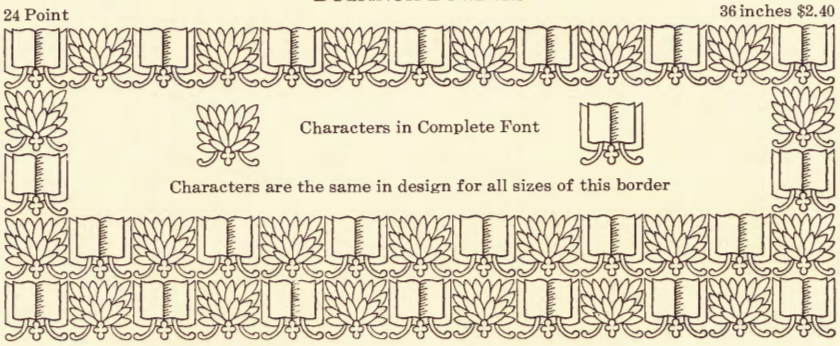




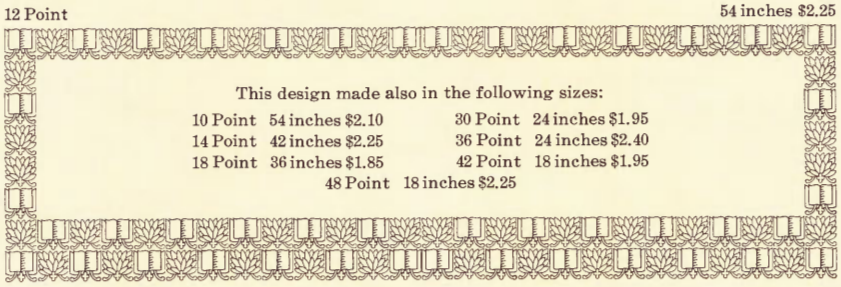


BULFINCH BORDERS

24 Point — 36 inches $2.40

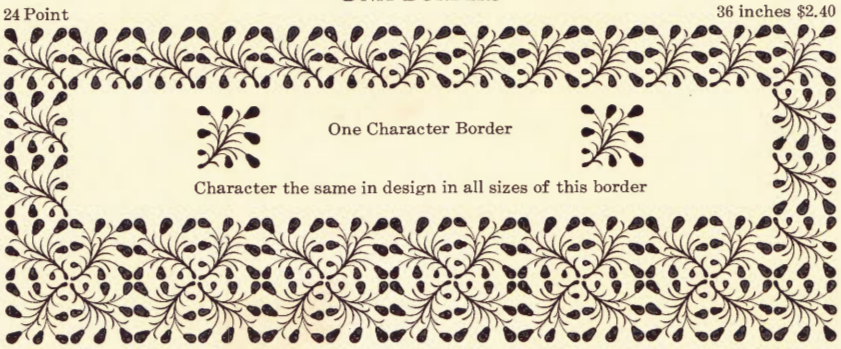


12 Point — 54 inches $2.25



UNIT BORDERS

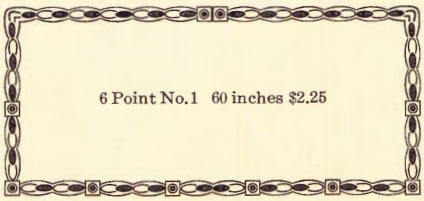
24 Point — 36 inches $2.40



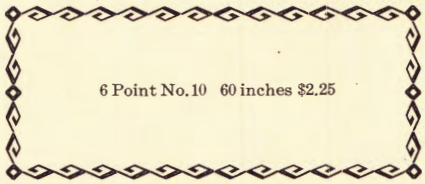
12 Point — 54 inches $2.25

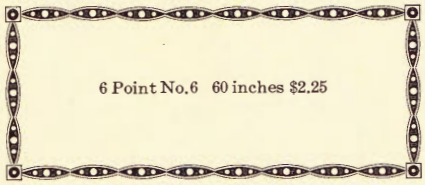


HYLITE BORDERS

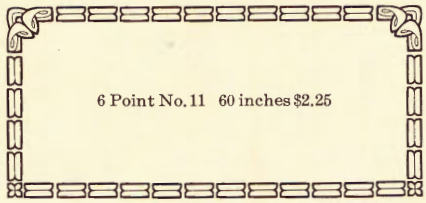

6 Point No. 1 60 inches $2.25


6 Point No. 5 60 inches $2.25


6 Point No. 10 60 inches $2.25


6 Point No. 6 60 inches $2.25


6 Point No. 2 60 inches $2.25


6 Point No. 11 60 inches $2.25

PANEL BORDERS


6 Point No. 1
60 inches $2.25


6 Point No. 36
60 inches $2.25


6 Point No. 56
60 inches $2.25


6 Point No. 6
60 inches $2.25

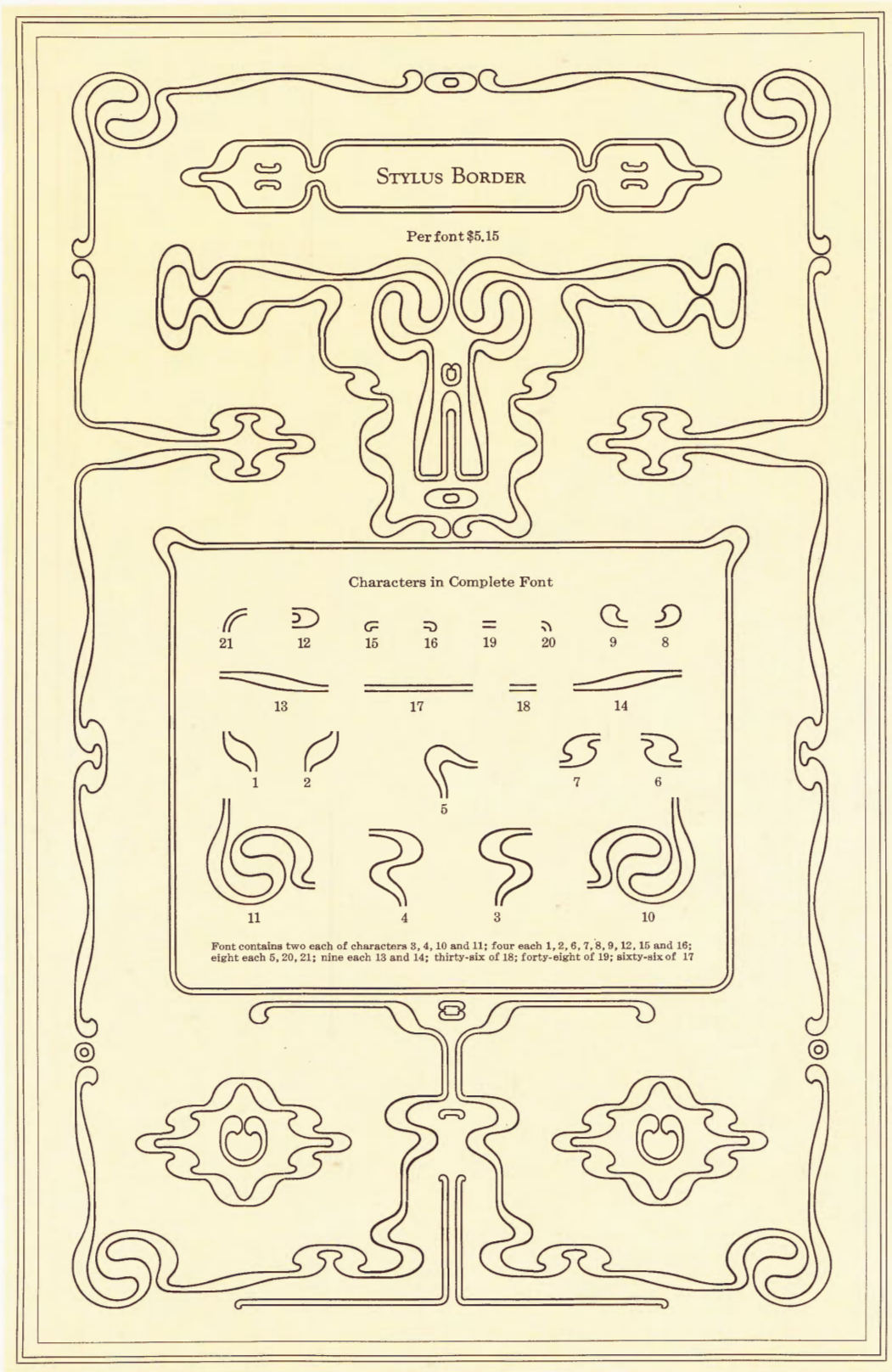

6 Point No. 88
60 inches $2.25


6 Point No. 76
60 inches $2.25


6 Point No. 26
60 inches $2.25


6 Point No. 51
60 inches $2.25


6 Point No. 31
60 inches $2.25

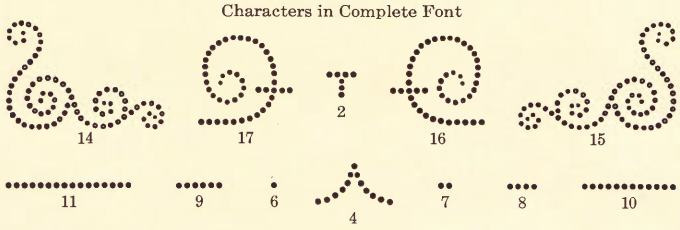

STYLUS BORDER
Per font $5.15
Characters in Complete Font
21
12
15
16
19
20
9
8
13
17
18
14
1
2
5
7
6
11
4
3
10
Font contains two each of characters 3, 4, 10 and 11; four each 1, 2, 6, 7, 8, 9, 12, 15 and 16; eight each 5, 20, 21; nine each 13 and 14; thirty-six of 18; forty-eight of 19; sixty-six of 17

DAINTY BORDER NO. 1

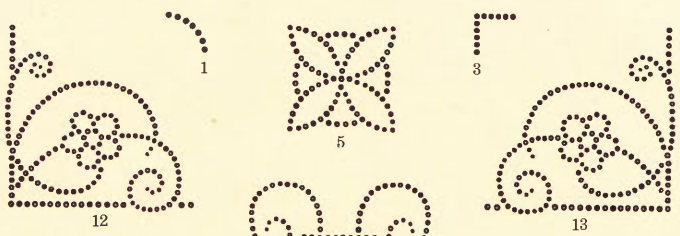
Per font $5.45

This border is capable of being set in an almost infinite number of combinations, all easily constructed. It will look extremely well in red or any secondary color in a type composition, and at the same time is strong enough to make attractive borders, panels, decorations and end pieces in a one-color composition

Characters in Complete Font

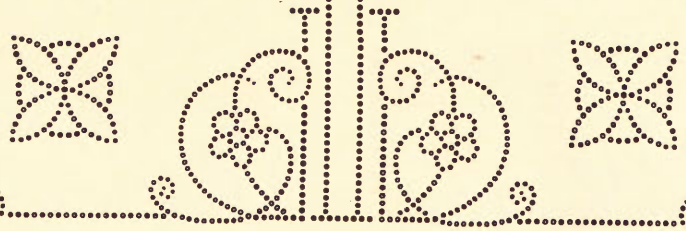


Font contains eight each of characters 1, 2, 3, 4 and 5; sixteen each of 6 and 7; nineteen of 8; eighteen of 9; twenty-six of 10; twenty-four of 11; four each of 12, 13, 14, 15, 16 and 17



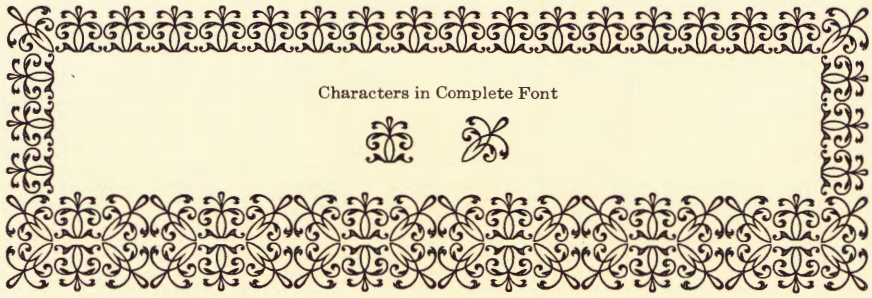
BORDER BEAUTIES OBTAINED

HIGHLY EFFECTIVE COMBINATIONS

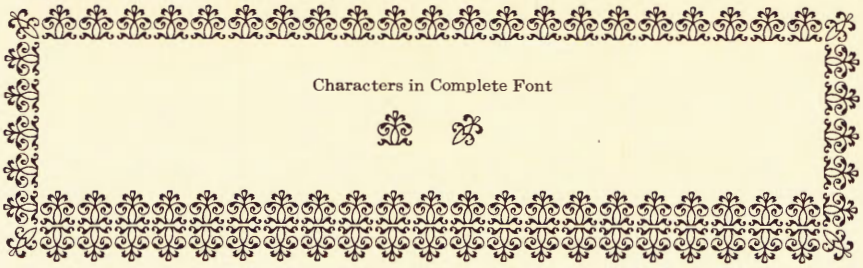


OLD ENGLISH BORDERS

18 Point No. 36 — 36 inches $1.85



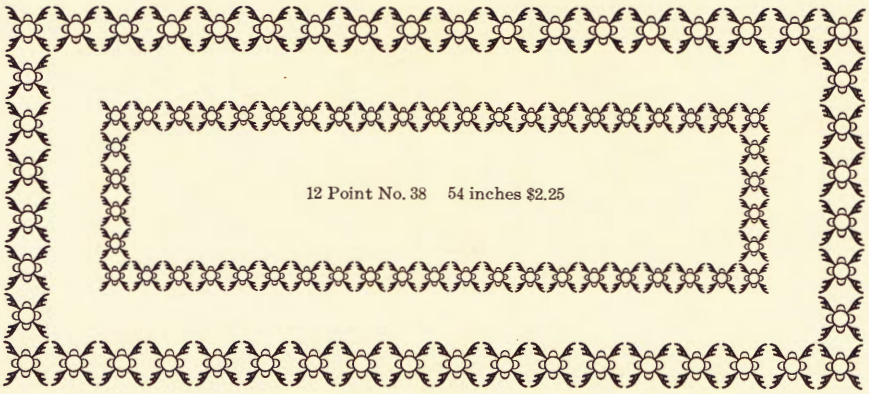
14 Point No. 13 — 42 inches $2.25



12 Point No. 37 — 54 inches $2.25

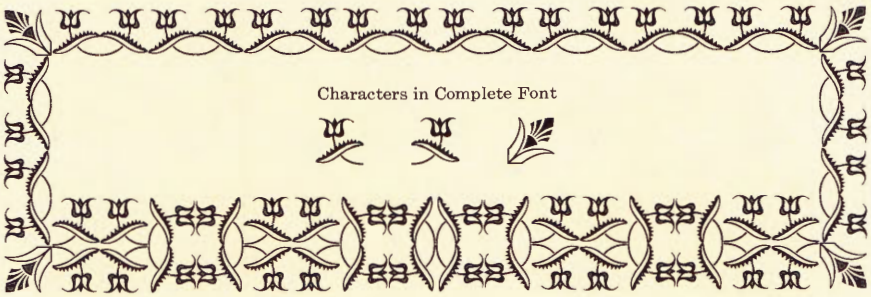


18 Point No. 39 — 36 inches $1.85



OLD ENGLISH BORDERS

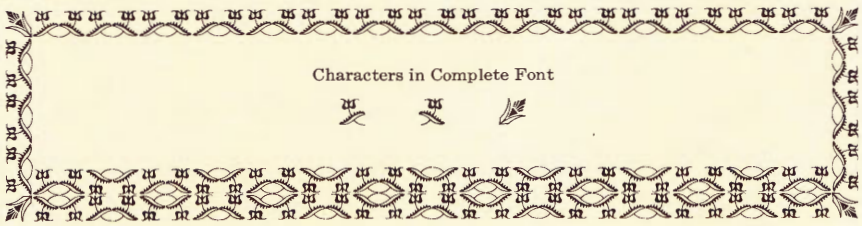
18 Point No. 40 — 36 inches $1.85



12 Point No. 41 — 54 inches $2.25



10 Point No. 9 — 54 inches $2.10



18 Point No. 42 — 36 inches $1.85



ROMAN BORDERS

18 Point No. 1802 — 48 inches $3.00

Characters in Complete Font



24 Point No. 2402 — 42 inches $3.50

Characters in Complete Font



36 Point No. 3602 — 30 inches $3.75

Characters in Complete Font

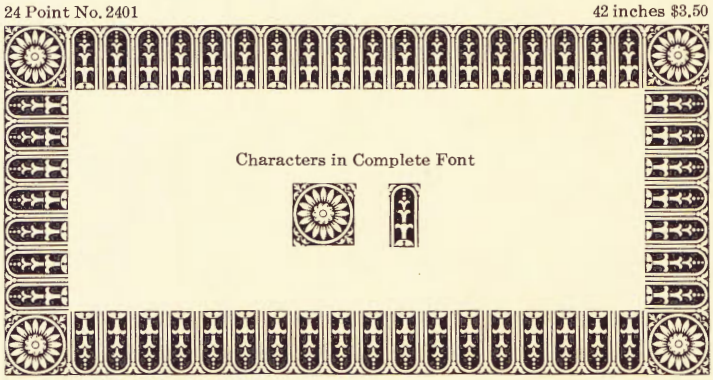


ROMAN BORDERS

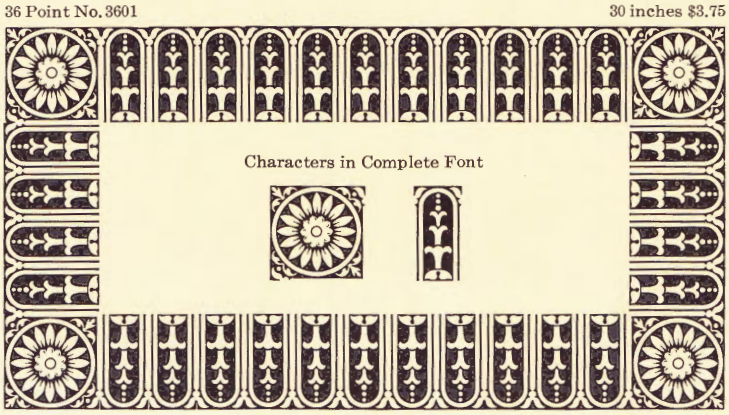
18 Point No. 1801 — 48 inches $3.00



24 Point No. 2401 — 42 inches $3.50



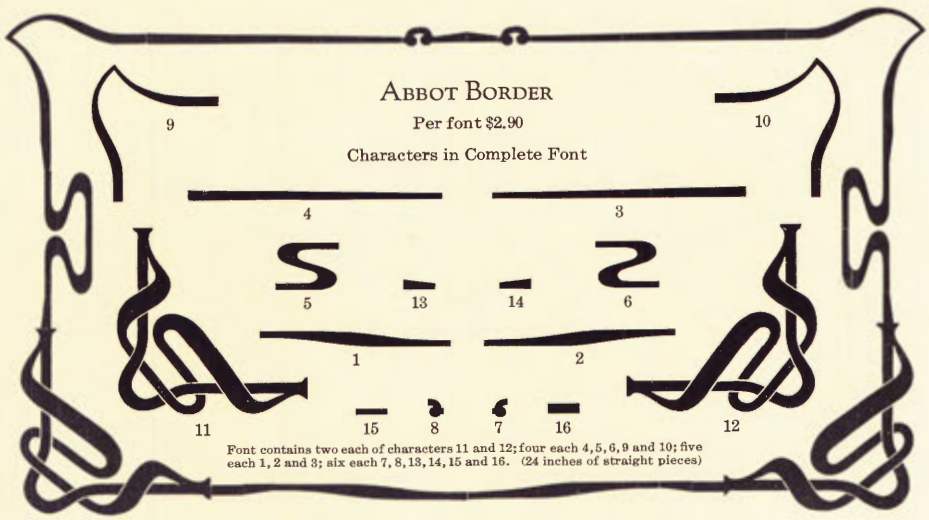
36 Point No. 3601 — 30 inches $3.75



ABBOT BORDER

Per font $2.90

Characters in Complete Font



Font contains two each of characters 11 and 12; four each 4, 5, 6, 9 and 10; five each 1, 2 and 3; six each 7, 8, 13, 14, 15 and 16. (24 inches of straight pieces)

12 Point 54 inches $2.25

6 Point 60 inches $2.25

HERALD BORDERS

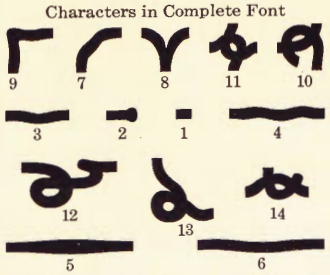
Characters in Complete Font



MAGAZINE BORDER

6 Point Per font $3.50

Characters in Complete Font

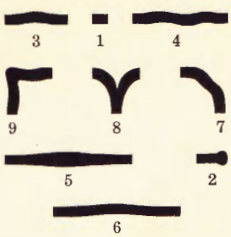


Font contains two each of characters 10 and 12; four each 8, 11, 13 and 14; eight each 1, 2, 7 and 9; fourteen each 3, 4, 5 and 6

COLONIAL BORDER No. 256

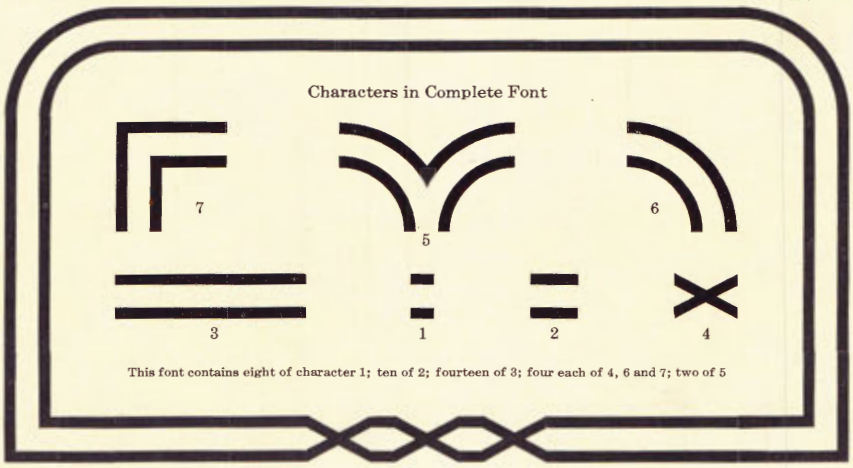
6 Point 60 inches $2.25

Characters in Font

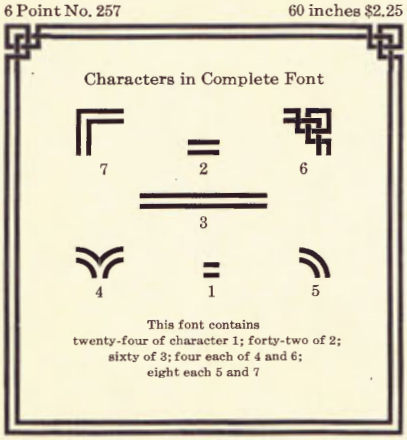


MERCANTILE BORDERS

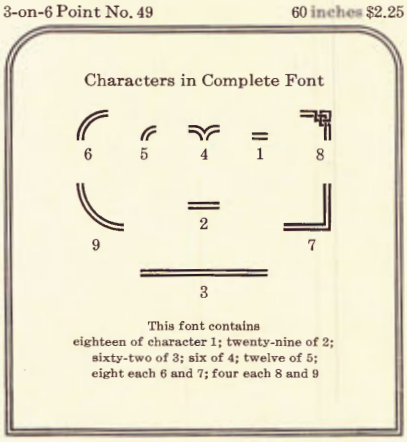
18 Point — 36 inches $1.85



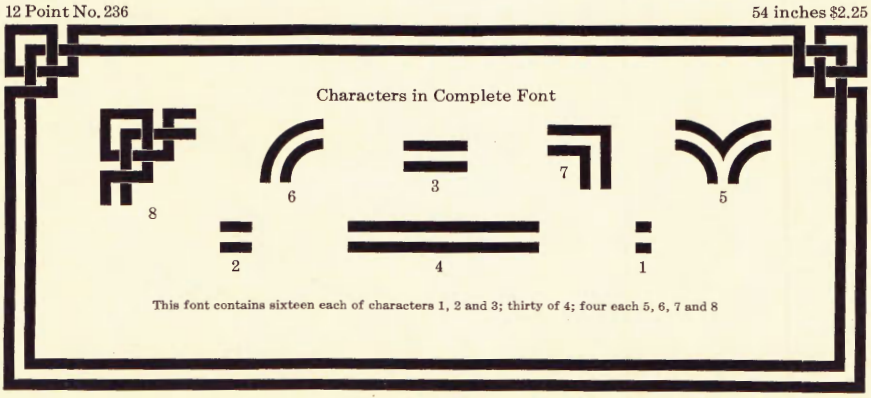
6 Point No. 257 — 60 inches $2.25



3-on-6 Point No. 49 — 60 inches $2.25

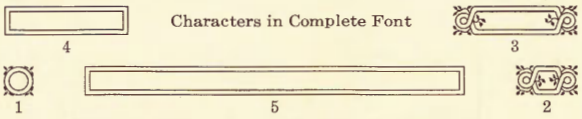


12 Point No. 236 — 54 inches $2.25



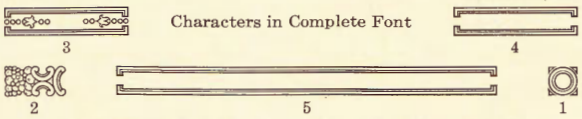
CENTURY BORDERS

12 Point No. 3 — Characters in Complete Font — 54 inches $2.25



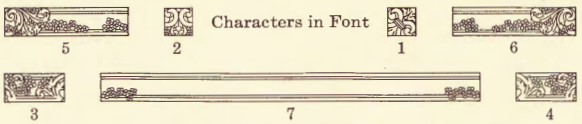
This design made also in 18 Point No. 1 36 inches $1.85

12 Point No. 5 — Characters in Complete Font — 54 inches $2.25



This design made also in 18 Point No. 3 36 inches $1.85

12 Point No. 7 — Characters in Font — 54 inches $2.25

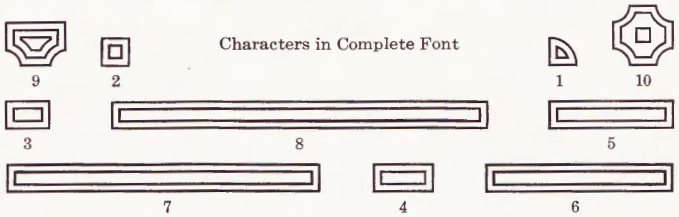


12 Point No. 8 — Characters in Complete Font — 54 inches $2.25

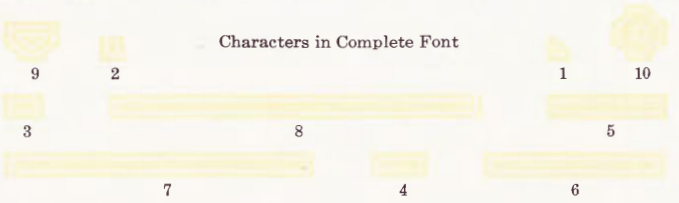


CENTURY BORDERS

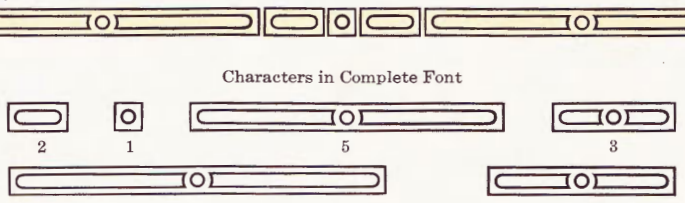
12 Point No. 2 — 54 inches $2.25



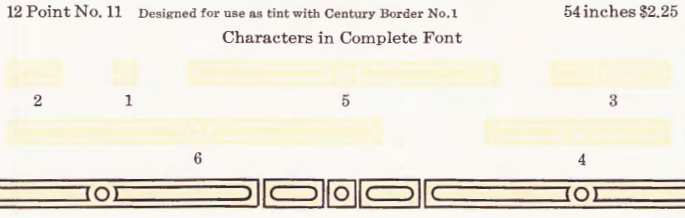
12 Point No. 12 Designed for use as tint with Century Border No.2 — 54 inches $2.25



12 Point No. 1 — 54 inches $2.25



12 Point No. 11 Designed for use as tint with Century Border No.1 — 54 inches $2.25

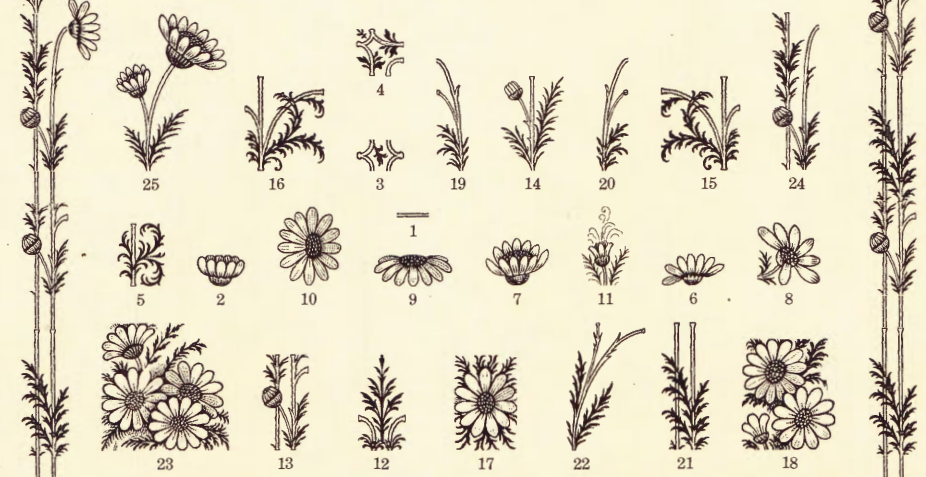


MEADOW BORDER

Per font $4.85

Characters in Complete Font

Font contains forty-one of character 1; eight of 2; thirty-six of 3; six each 4, 5, 6, 9, 19 and 20; four each 7, 8, 10, 11, 12, 13, 15, 16 and 21; ten of 17; three each 14, 22, 24 and 25; two each 18 and 23



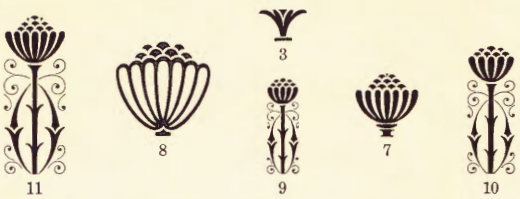
GRILLE BORDER

Per font $3.50

Characters in Complete Font



Font contains eighteen each of characters 1 and 2; twenty of 9; twelve each 3, 4, 5 and 10; eight of 6; ten of 11; six of 7; four of 8



SANSOM BORDER

Per font $4.25

Characters in Complete Font

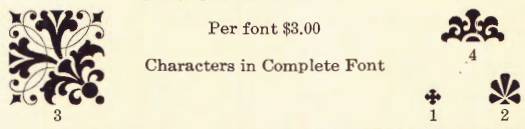


Font contains thirty of character 1: twenty-four each 5 and 6; eighteen each 2 and 7; twelve each 8 and 9; eight each 3, 4 and 11; three of 12; five of 10

SANSOM BORDER NO. 2

Per font $3.00

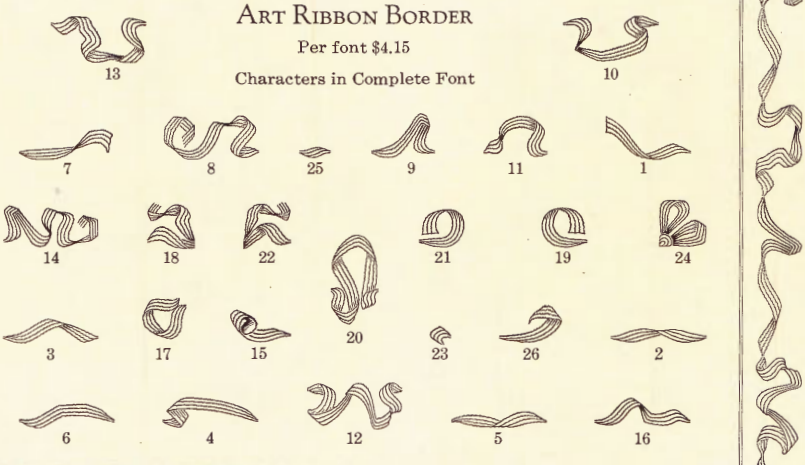
Characters in Complete Font



ART RIBBON BORDER

Per font $4.15

Characters in Complete Font

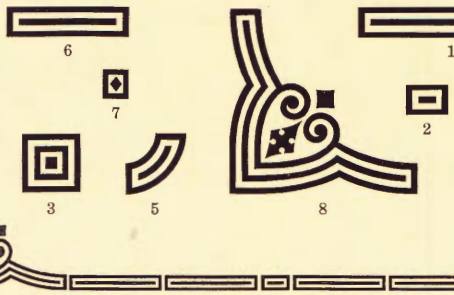


12 Point 54 inches $2.25

6 Point 60 inches $2.25

TIMES BORDERS

Characters in Complete Font

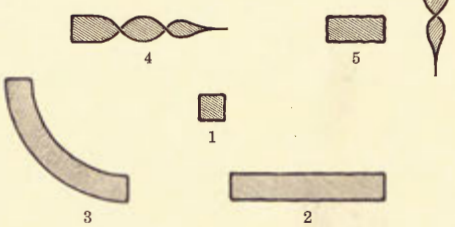


CURTIS BORDERS

18 Point 60 inches $3.20

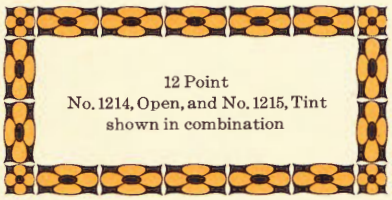
12 Point 54 inches $2.25

Characters in Complete Font



AMERICAN BORDERS

ONE OR TWO COLORS



12 Point
No. 1214, Open, and No. 1215, Tint
shown in combination



12 Point No. 1214, Open 54 inches $2.25



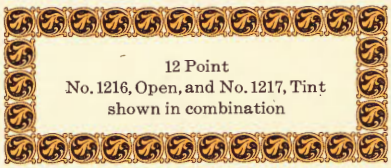
12 Point No. 1215, Tint 54 inches $2.25



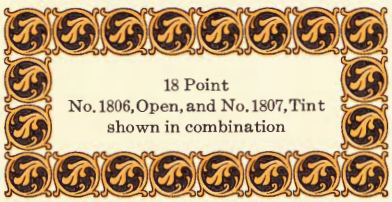
12 Point No. 1216, Open 54 inches $2.25



12 Point No. 1217, Tint 54 inches $2.25



12 Point
No. 1216, Open, and No. 1217, Tint
shown in combination



18 Point
No. 1806, Open, and No. 1807, Tint
shown in combination



18 Point No. 1806, Open 36 inches $1.85



18 Point No. 1807, Tint 36 inches $1.85

36 Point No. 3601, Tint 24 inches $2.40

36 Point No. 3602, Open 24 inches $2.40



18 Point No. 1808, Tint 36 inches $1.85

2 4 1 5 3

18 Point font contains 18 of character 1; 41 each 2 and 3; 6 each 4 and 5
36 Point font contains 8 of character 1; 13 each 2 and 3; 2 each 4 and 5

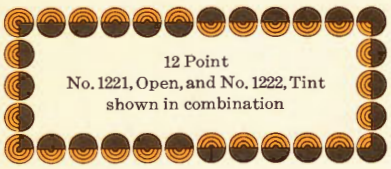
2 4 1 5 3

18 Point No. 1809, Open 36 inches $1.85

36 Point No. 3601, Tint, and No. 3602, Open, shown in combination

AMERICAN BORDERS

ONE OR TWO COLORS



12 Point
No. 1221, Open, and No. 1222, Tint
shown in combination



12 Point No. 1221, Open 54 inches $2.25



12 Point No. 1222, Tint 54 inches $2.25



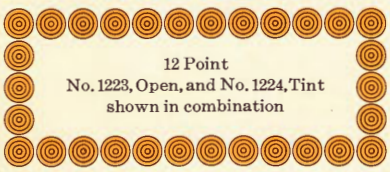
18 Point No. 1812, Open 36 inches $1.85



18 Point No. 1813, Tint 36 inches $1.85



18 Point
No. 1812, Open, and No. 1813, Tint
shown in combination



12 Point
No. 1223, Open, and No. 1224, Tint
shown in combination



12 Point No. 1223, Open 54 inches $2.25



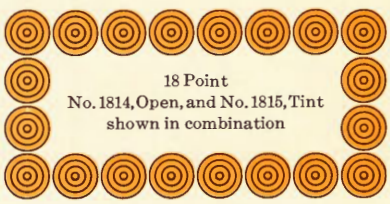
12 Point No. 1224, Tint 54 inches $2.25



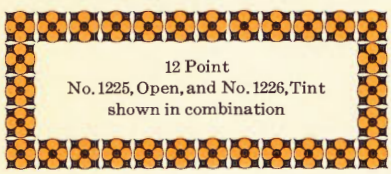
18 Point No. 1814, Open 36 inches $1.85



18 Point No. 1815, Tint 36 inches $1.85



18 Point
No. 1814, Open, and No. 1815, Tint
shown in combination



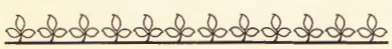
12 Point
No. 1225, Open, and No. 1226, Tint
shown in combination



12 Point No. 1225, Open 54 inches $2.25



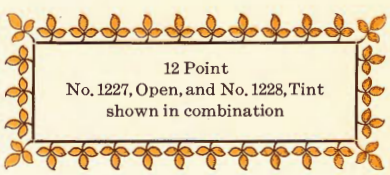
12 Point No. 1226, Tint 54 inches $2.25



12 Point No. 1227, Open 54 inches $2.25



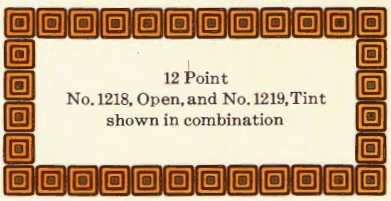
12 Point No. 1228, Tint 54 inches $2.25



12 Point
No. 1227, Open, and No. 1228, Tint
shown in combination

AMERICAN BORDERS

ONE OR TWO COLORS



12 Point
No. 1218, Open, and No. 1219, Tint
shown in combination



12 Point No. 1218, Open 54 inches $2.25



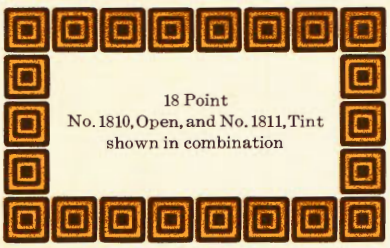
12 Point No. 1219, Tint 54 inches $2.25



18 Point No. 1810, Open 36 inches $1.85



18 Point No. 1811, Tint 36 inches $1.85



18 Point
No. 1810, Open, and No. 1811, Tint
shown in combination

This is a very ingenious border design. Two colors can be printed from one character. For printing the first color the character is set nick up as usual. For the second color the character is turned once around, the nick to either side, as here shown.



12 Point No. 1220 54 inches $2.25



24 Point No. 2406 36 inches $2.40

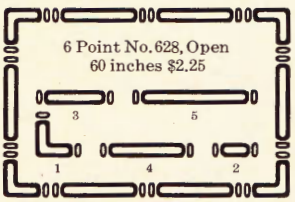


36 Point No. 3603 24 inches $2.40



48 Point No. 4801 18 inches $2.25

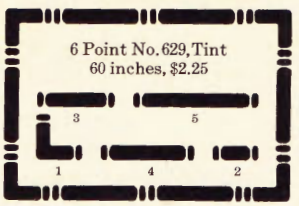




6 Point No. 628, Open
60 inches $2.25



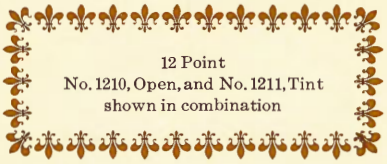
6 Point No. 628, Open
and 6 Point No. 629, Tint
shown in combination



6 Point No. 629, Tint
60 inches, $2.25

AMERICAN BORDERS

ONE OR TWO COLORS



12 Point
No. 1210, Open, and No. 1211, Tint
shown in combination



12 Point No. 1210, Open 54 inches $2.25



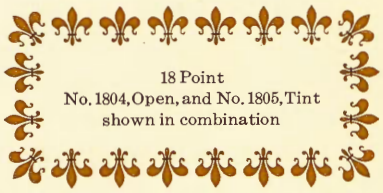
12 Point No. 1211, Tint 54 inches $2.25



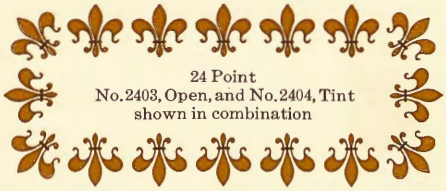
18 Point No. 1804, Open 36 inches $1.85



18 Point No. 1805, Tint 36 inches $1.85



18 Point
No. 1804, Open, and No. 1805, Tint
shown in combination



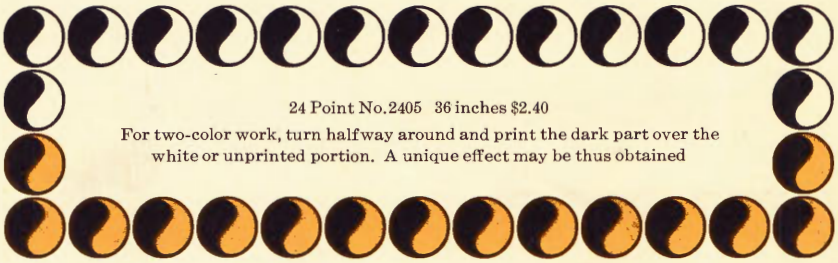
24 Point
No. 2403, Open, and No. 2404, Tint
shown in combination



24 Point No. 2403, Open 36 inches $2.40

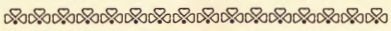


24 Point No. 2404, Tint 36 inches $2.40



24 Point No. 2405 36 inches $2.40

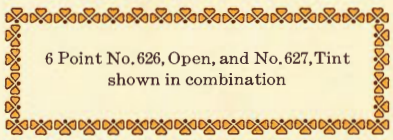
For two-color work, turn halfway around and print the dark part over the white or unprinted portion. A unique effect may be thus obtained



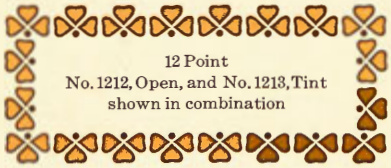
6 Point No. 626, Open 60 inches $2.25



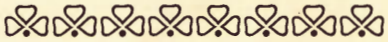
6 Point No. 627, Tint 60 inches $2.25



6 Point No. 626, Open, and No. 627, Tint
shown in combination



12 Point
No. 1212, Open, and No. 1213, Tint
shown in combination



12 Point No. 1212, Open 54 inches $2.25



12 Point No. 1213, Tint 54 inches $2.25

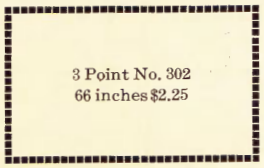
AMERICAN BORDERS



3 Point No. 310
66 inches $2.25



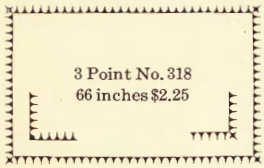
3 Point No. 317
66 inches $2.25



3 Point No. 302
66 inches $2.25



3 Point No. 311
66 inches $2.25



3 Point No. 318
66 inches $2.25



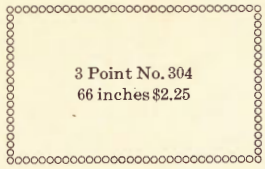
3 Point No. 303
66 inches $2.25



3 Point No. 312
66 inches $2.25



3 Point No. 319
66 inches $2.25



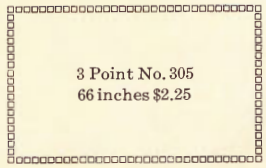
3 Point No. 304
66 inches $2.25



3 Point No. 313
66 inches $2.25



3 Point No. 309
66 inches $2.25



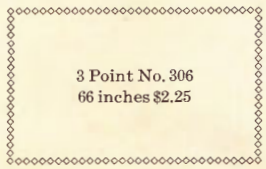
3 Point No. 305
66 inches $2.25



3 Point No. 314
66 inches $2.25



3 Point No. 320
66 inches $2.25



3 Point No. 306
66 inches $2.25



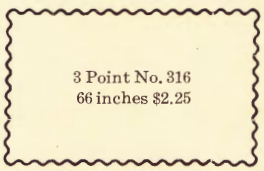
3 Point No. 315
66 inches $2.25



3 Point No. 321
66 inches $2.25



3 Point No. 307
66 inches $2.25



3 Point No. 316
66 inches $2.25



3 Point No. 301
66 inches $2.25



3 Point No. 308
66 inches $2.25

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6 Point No. 601
60 inches $2.25


6 Point No. 608
60 inches $2.25


6 Point No. 615
60 inches $2.25


6 Point No. 602
60 inches $2.25


6 Point No. 609
60 inches $2.25


6 Point No. 616
60 inches $2.25


6 Point No. 603
60 inches $2.25


6 Point No. 610
60 inches $2.25

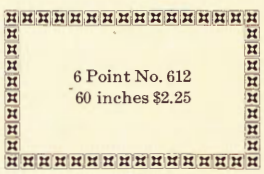

6 Point No. 617
60 inches $2.25


6 Point No. 604
60 inches $2.25

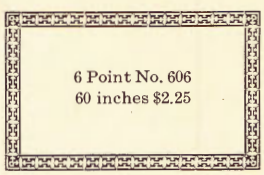

6 Point No. 611
60 inches $2.25


6 Point No. 618
60 inches $2.25


6 Point No. 605
60 inches $2.25


6 Point No. 612
60 inches $2.25

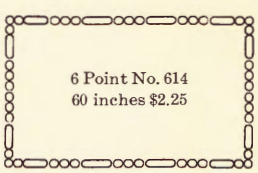

6 Point No. 619
60 inches $2.25

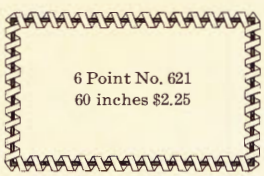

6 Point No. 606
60 inches $2.25


6 Point No. 613
60 inches $2.25


6 Point No. 620
60 inches $2.25

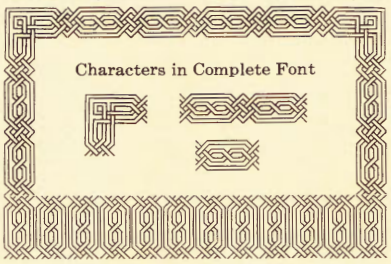

6 Point No. 607
60 inches $2.25


6 Point No. 614
60 inches $2.25


6 Point No. 621
60 inches $2.25

AMERICAN BORDERS

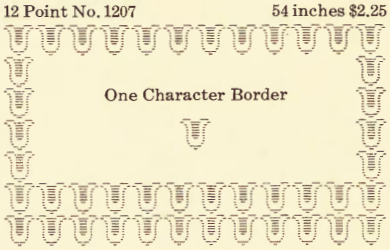
12 Point No. 1206 — 54 inches $2.25



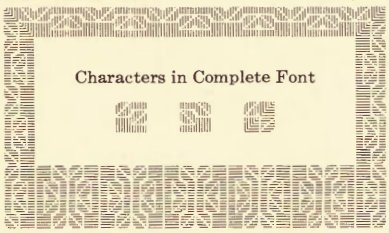
12 Point No. 1205 — 54 inches $2.25



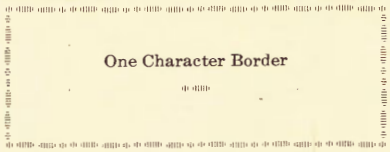
12 Point No. 1207 — 54 inches $2.25



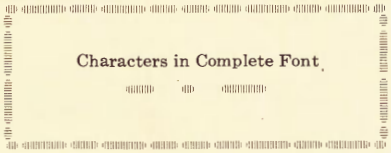
12 Point No. 1204 — 54 inches $2.25



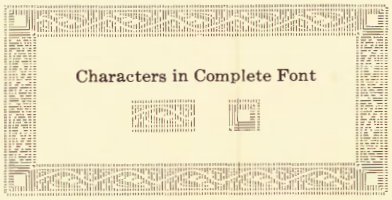
3 Point No. 322 — 66 inches $2.25



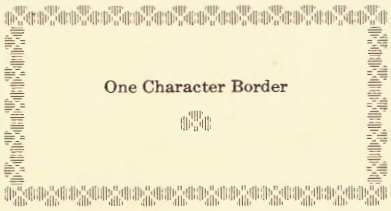
3 Point No. 323 — 66 inches $2.25



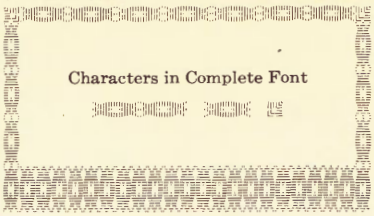
12 Point No. 1203 — 54 inches $2.25



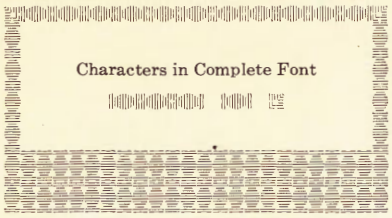
8 Point No. 801 — 54 inches $1.95



6 Point No. 622 — 60 inches $2.25

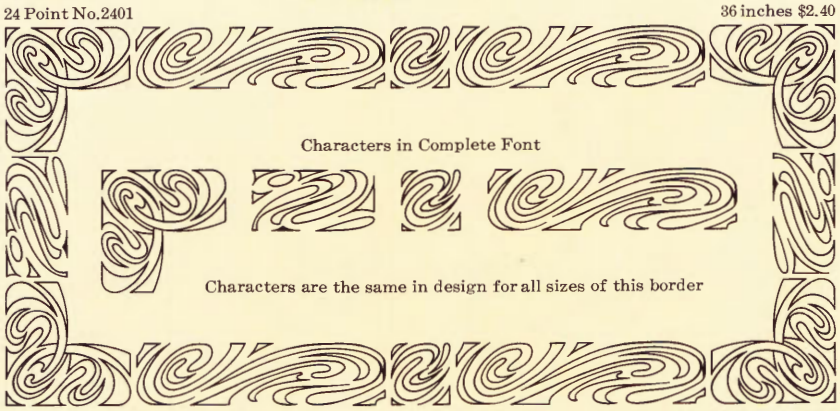


6 Point No. 623 — 60 inches $2.25

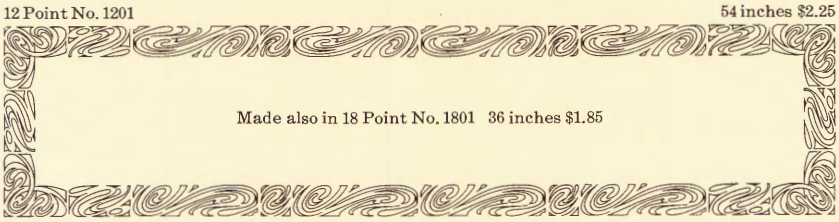


AMERICAN BORDERS

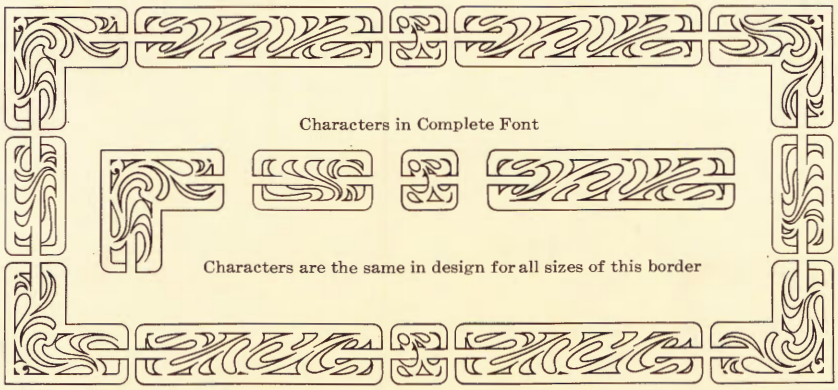
24 Point No. 2401 — 36 inches $2.40



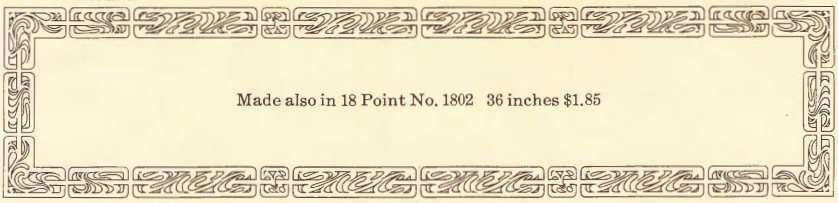
12 Point No. 1201 — 54 inches $2.25



24 Point No. 2402 — 36 inches $2.40



12 Point No. 1202 — 54 inches $2.25

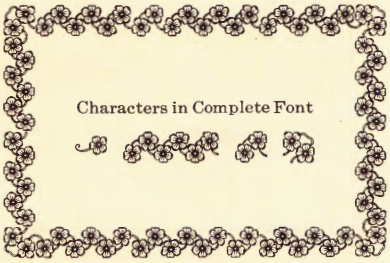


AMERICAN BORDERS

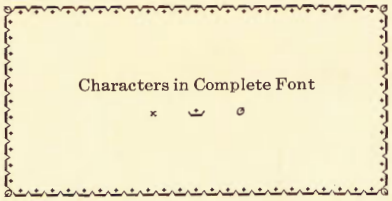
6 Point No. 624 — 60 inches $2.50



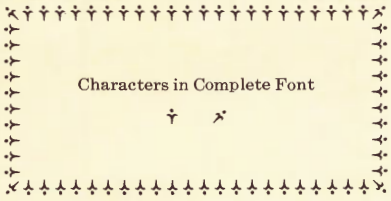
12 Point No. 1209 — 54 inches $2.25



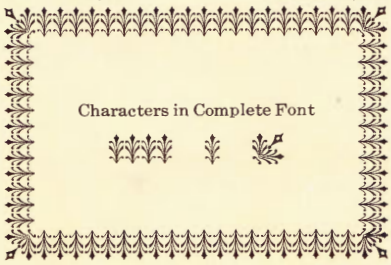
3 Point No. 324 — 66 inches $2.50



6 Point No. 625 — 60 inches $2.50



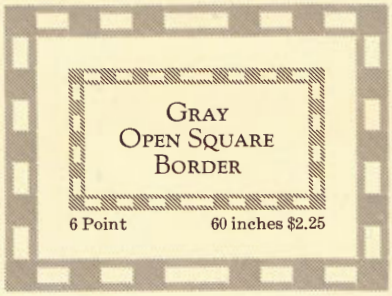
12 Point No. 1208 — 54 inches $2.25



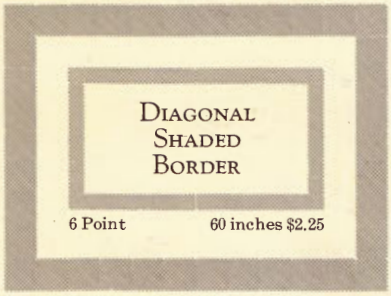
18 Point No. 1803 — 36 inches $1.85



12 Point — 54 inches $2.25

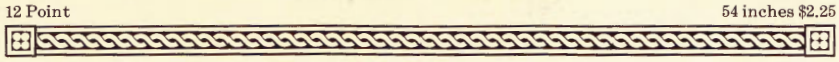


12 Point — 54 inches $2.25



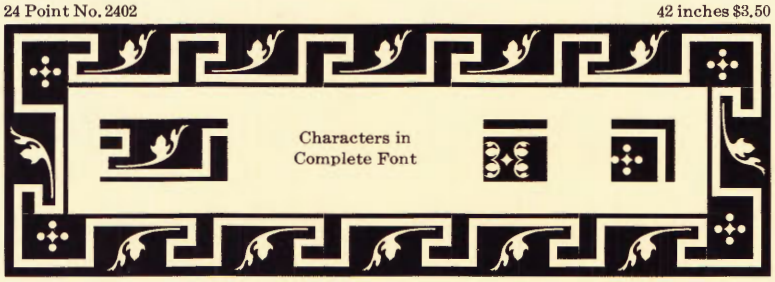
TWELVE POINT BORDER

12 Point — 54 inches $2.25

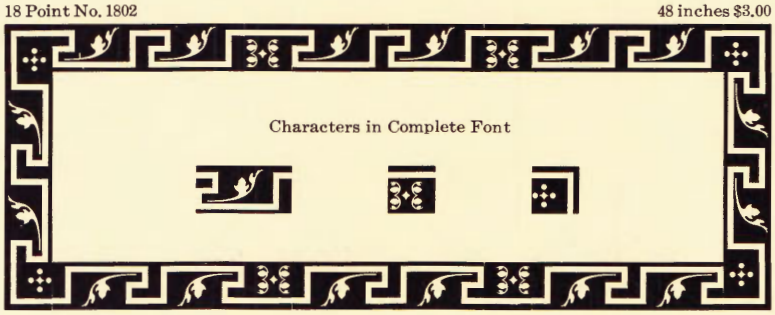


SPARTAN BORDERS

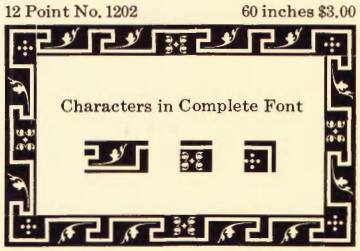
24 Point No. 2402 — 42 inches $3.50



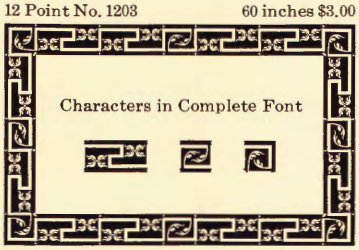
18 Point No. 1802 — 48 inches $3.00



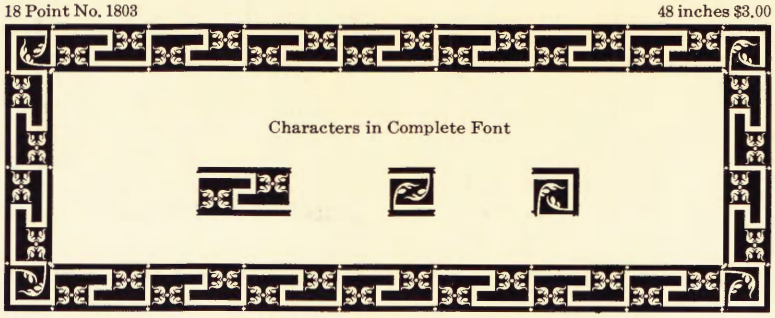
12 Point No. 1202 — 60 inches $3.00



12 Point No. 1203 — 60 inches $3.00



18 Point No. 1803 — 48 inches $3.00

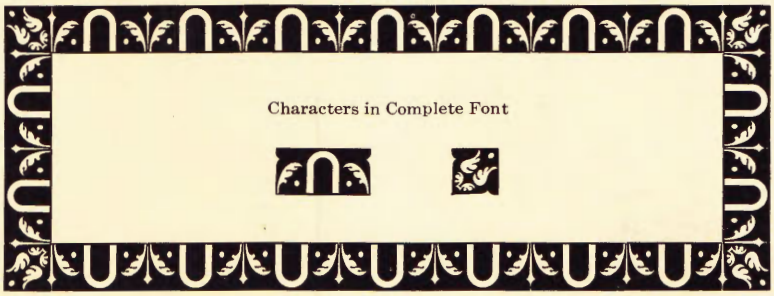


SPARTAN BORDERS

24 Point No. 2401 — 42 inches $3.50



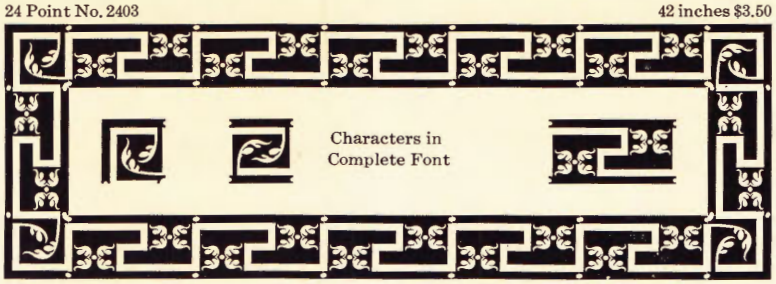
18 Point No. 1801 — 48 inches $3.00



12 Point No. 1201 — 60 inches $3.00

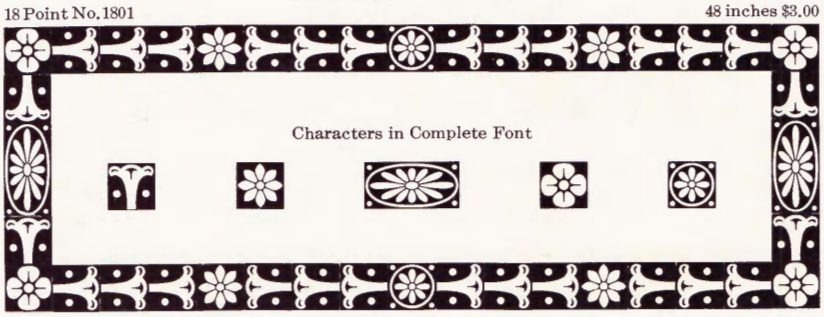


24 Point No. 2403 — 42 inches $3.50



PARAMOUNT BORDERS

18 Point No. 1801 — 48 inches $3.00



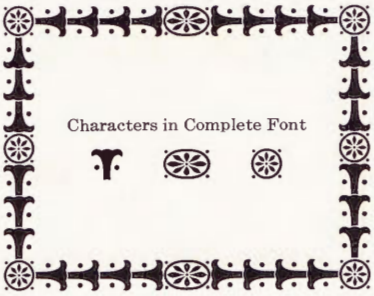
18 Point No. 1802 — 48 inches $3.00



12 Point No. 1201 — 60 inches $3.00



12 Point No. 1202 — 60 inches $3.00



12 Point No. 1203 — 60 inches $3.00



12 Point No. 1204 — 60 inches $3.00



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Paramount
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WITH JUST A
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MOST INTERESTING
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American
Type Founders
Company

ANCIENT EGYPTIAN TWILIGHTS
AND
OTHER SENTIMENTAL VERSE

Translated by OMAR ZASTROW

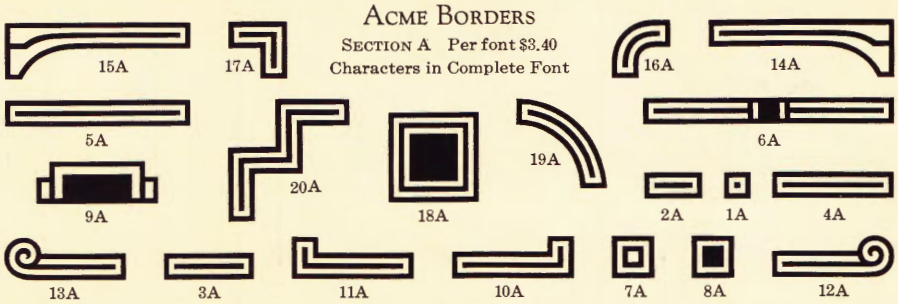
Published by THE AMERICAN-EGYPTIAN LITERARY SOCIETY *of Chesterhaven*

BODONI AND BODONI ITALIC TYPES USED ON THIS PAGE

JAQUISH ORNAMENTS

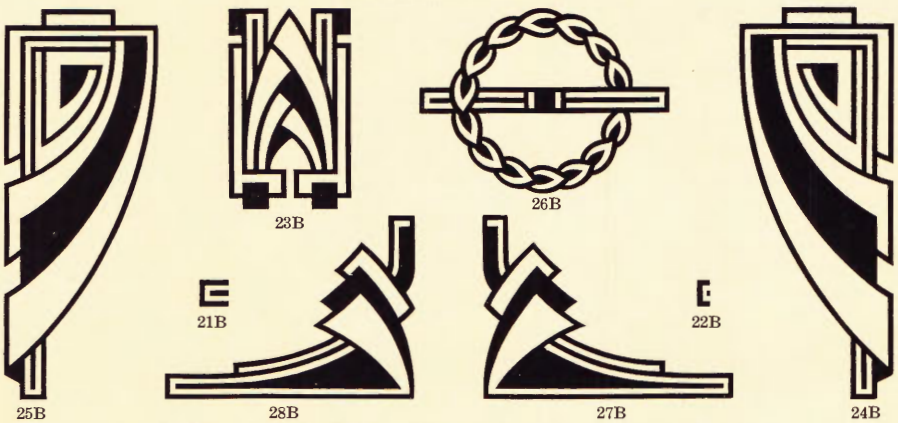
ACME BORDERS

SECTION A Per font $3.40
Characters in Complete Font



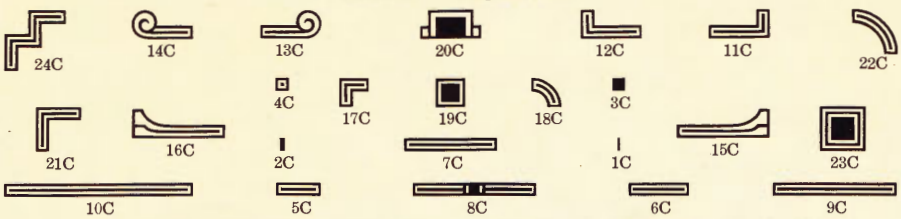
Font contains two each of characters 9A, 10A, 11A, 12A, 13A, 14A, 15A and 18A; four each 6A, 7A, 8A, 16A, 17A, 19A and 20A; ten of 1A; fourteen each 3A, 4A and 5A; fifteen of 2A

SECTION B Per font $2.90
Characters in Complete Font



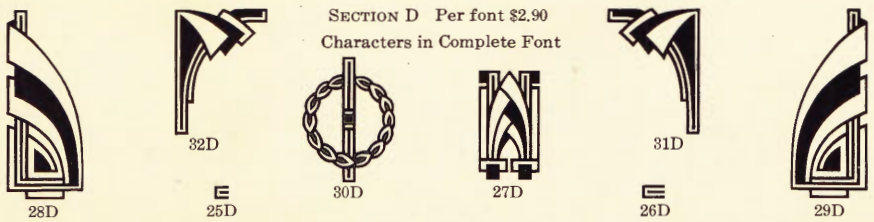
Font contains one each of characters 24B, 25B, 27B and 28B; two each 23B and 26B; forty-two each 21B and 22B

SECTION C Per font $3.50
Characters in Complete Font



Font contains four each of characters 11C, 12C, 13C, 14C, 15C, 16C, 20C, 22C, 23C and 24C; six of 8C; eight each 17C, 18C, 19C and 21C; twelve of 1C; sixteen each 2C, 3C, 5C, 6C, 7C, 9C and 10C; twenty of 4C

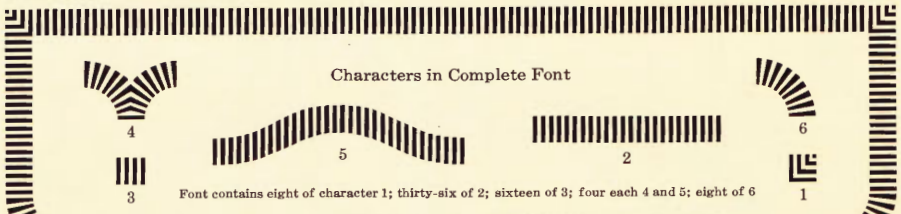
SECTION D Per font $2.90
Characters in Complete Font



Font contains forty-eight each of 25D and 26D; six of 27D; four each 30D, 31D and 32D; three each 28D and 29D

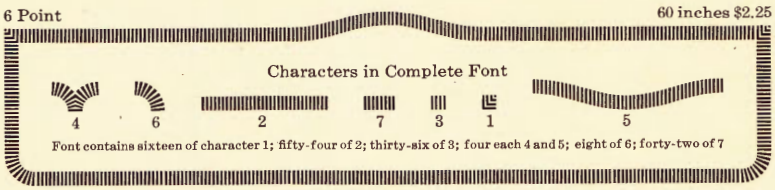
LINEAR BORDERS

12 Point — 54 inches $2.25



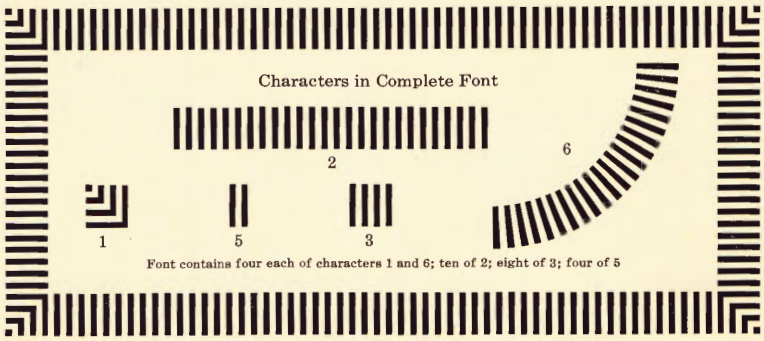
Font contains eight of character 1; thirty-six of 2; sixteen of 3; four each 4 and 5; eight of 6

6 Point — 60 inches $2.25



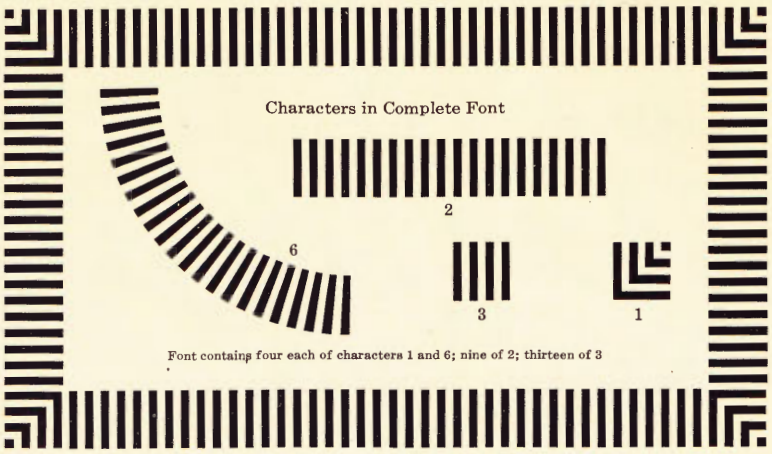
Font contains sixteen of character 1; fifty-four of 2; thirty-six of 3; four each 4 and 5; eight of 6; forty-two of 7

18 Point — 36 inches $1.85



Font contains four each of characters 1 and 6; ten of 2; eight of 3; four of 5

24 Point — 36 inches $2.40

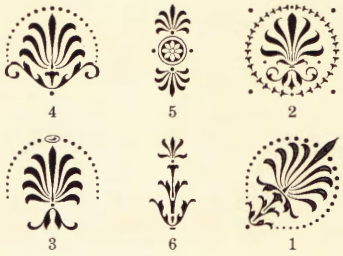


Font contains four each of characters 1 and 6; nine of 2; thirteen of 3

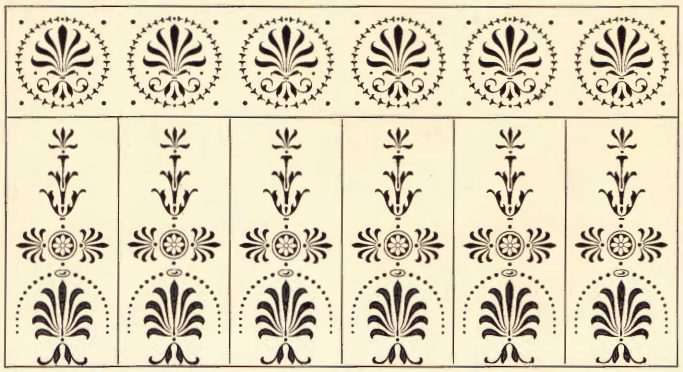
ADAM BORDER

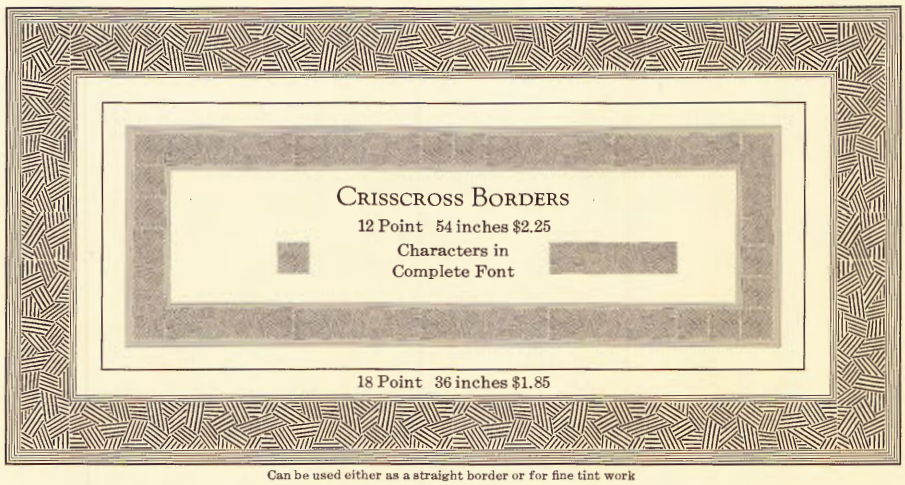
36 Point Per font $4.50

Characters in Complete Font

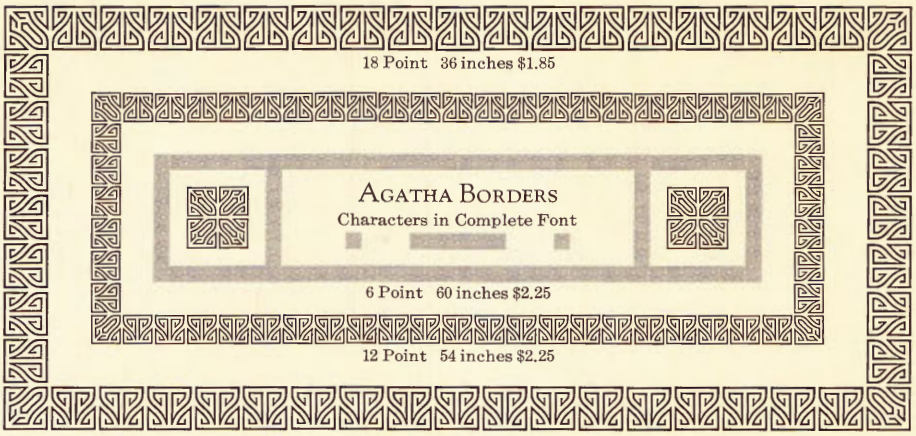


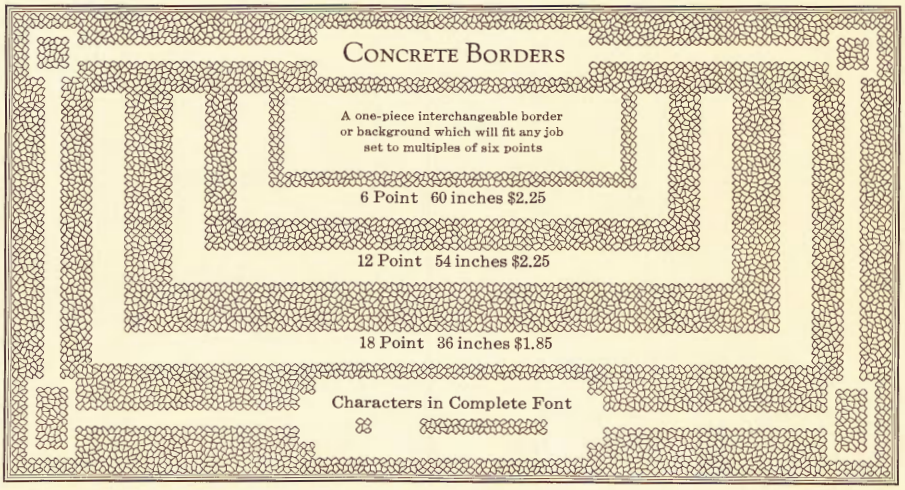
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24 Point 6A $3.50

BEACON

ENSURES PROFITS

18 Point 10A $2.90

CREATE

BOLD TYPE

DEMAND

BORDERS

BEACON BORDERS

24 Point. Font contains Caps, &, and 30 each thick and thin spacing blanks
Extra blanks, large size, font of 36 inches $2.40

18 Point. Font contains Caps, &, and 28 thin and 30 thick spacing blanks
Extra blanks, large size, font of 36 inches $1.85

CHIC DECORATORS, SERIES 1

Per font $3.20



10



5



4



3



6



1



9



2



7



8

CHIC DECORATORS, SERIES 2

Per font $3.20



20



15



14



13



16



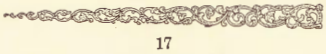
12



19



11



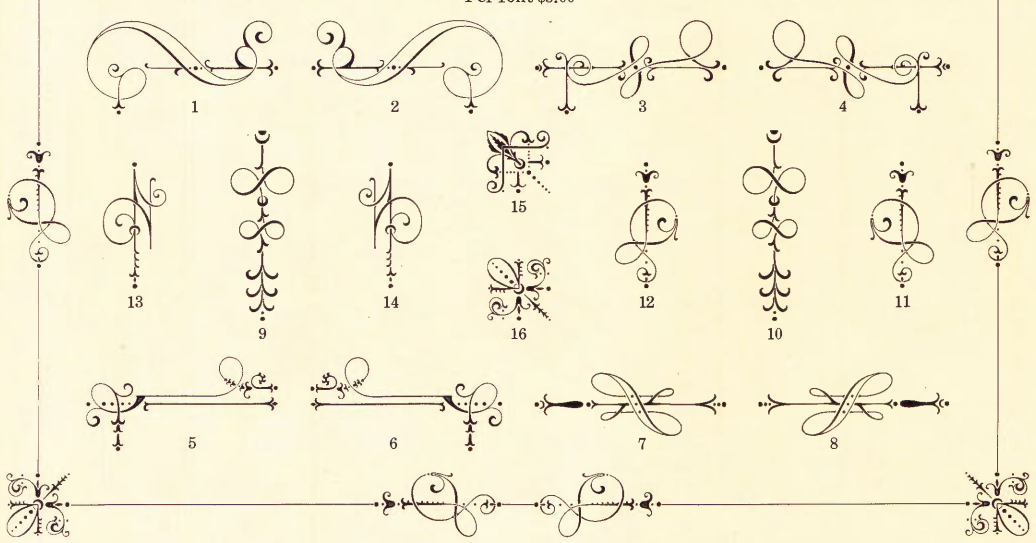
17



18

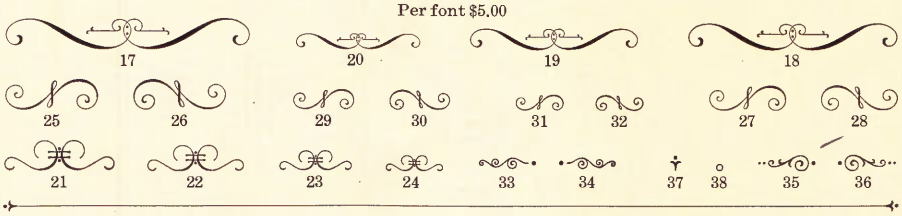
MODERN FLOURISHES

Per font $5.00



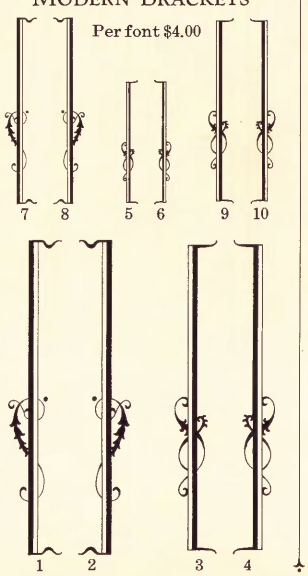
MODERN FLOURISHES NO. 2

Per font $5.00



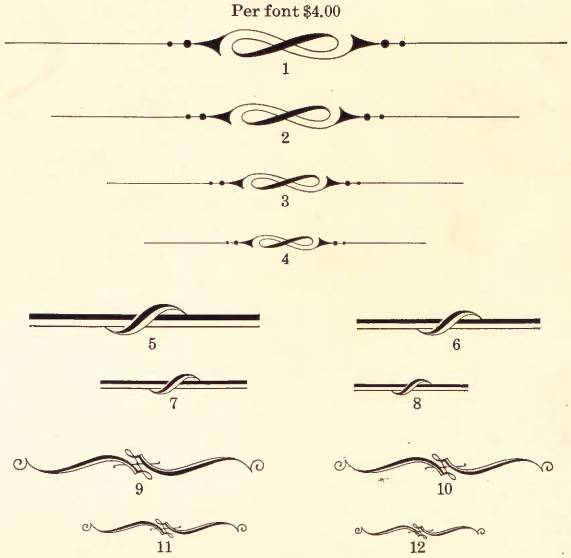
MODERN BRACKETS

Per font $4.00



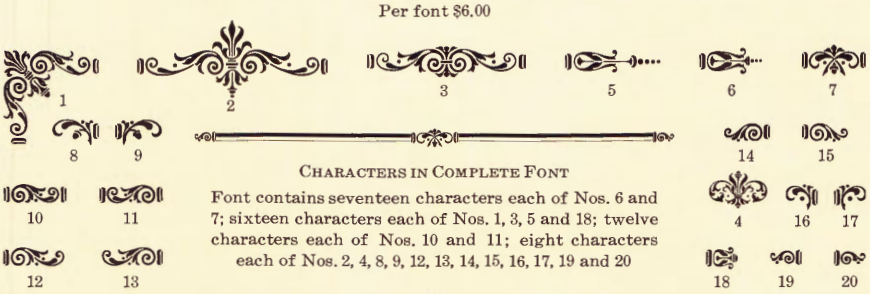
MODERN DASHES

Per font $4.00



JAQUISH BRASS RULE ORNAMENTS, SERIES 1

Per font $6.00

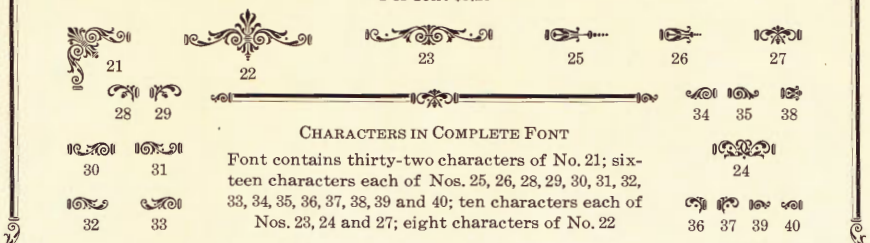


CHARACTERS IN COMPLETE FONT

Font contains seventeen characters each of Nos. 6 and 7; sixteen characters each of Nos. 1, 3, 5 and 18; twelve characters each of Nos. 10 and 11; eight characters each of Nos. 2, 4, 8, 9, 12, 13, 14, 15, 16, 17, 19 and 20

JAQUISH BRASS RULE ORNAMENTS, SERIES 2

Per font $5.25



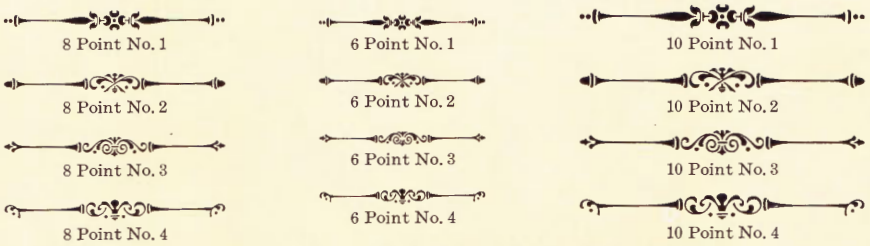
CHARACTERS IN COMPLETE FONT

Font contains thirty-two characters of No. 21; sixteen characters each of Nos. 25, 26, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39 and 40; ten characters each of Nos. 23, 24 and 27; eight characters of No. 22

JAQUISH ORNAMENTAL DASHES

Per font $7.50

Price per dozen any one character, 6 point 75c; 8 point $1.00; 10 point $1.25



8 Point No. 1 — 6 Point No. 1 — 10 Point No. 1

8 Point No. 2 — 6 Point No. 2 — 10 Point No. 2

8 Point No. 3 — 6 Point No. 3 — 10 Point No. 3

8 Point No. 4 — 6 Point No. 4 — 10 Point No. 4

Font contains eight of each character on 6, 8 and 10 point bodies

JAQUISH ORNAMENTAL BRACKETS

Per font $2.00

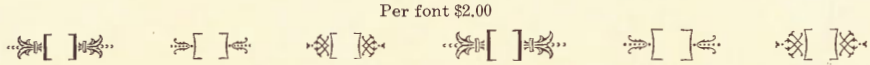


18 Point — 14 Point — 12 Point — 10 Point — 8 Point

Font contains sixteen of each character on 8, 10, 12, 14 and 18 point bodies

ORNAMENTAL BRACKETS NO. 2

Per font $2.00

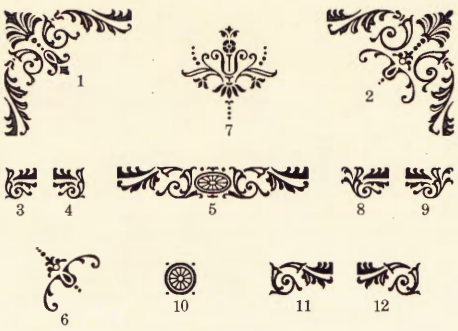


10 Point — 10 Point — 10 Point — 12 Point — 12 Point — 12 Point

Font contains sixteen of each character as shown

JAQUISH BRASS RULE ORNAMENTS, SERIES 3

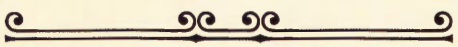
Per font $4.25



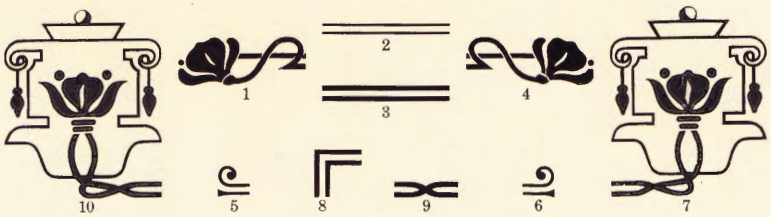
Font contains four each of characters 1, 2 and 7; eight each of 5 and 6; sixteen each of 3, 4, 8, 9, 10, 11 and 12

BRUCE EMBELLISHERS

Per font $2.20



Font contains four each of characters 1 and 4; twelve of 2; forty-four of 3; six each 5 and 6; one each 7 and 10; eight of 8; eighteen of 9



BEACON COMBINATION ORNAMENTS

Per font $3.50

Characters in Complete Font


8


1


5


3


4


7


2

9

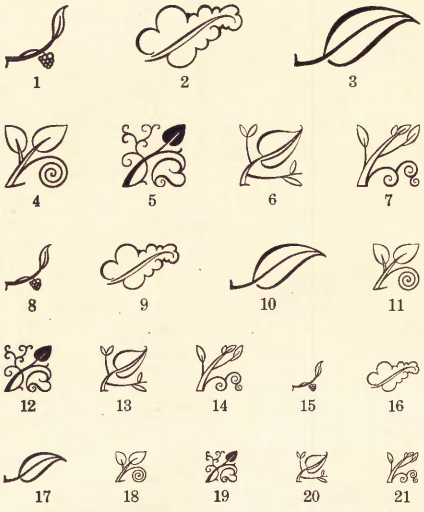

6

Font contains four each of characters 4, 5, 6, 7 and 8; five each of 1 and 3; six of 2; sixteen of 9

BRADLEY PARAGRAPH TERMINALS

Cast on 12, 18 and 24 Point bodies

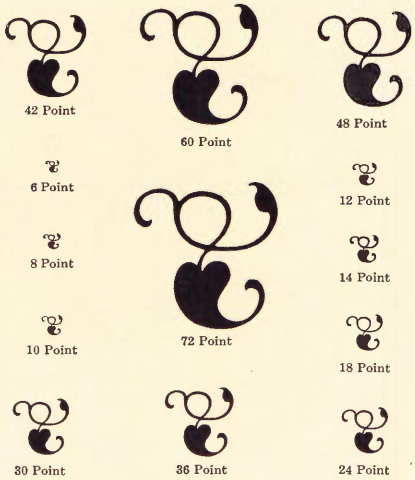
Per font $3.00



Font contains four of each character

GOUDY PARAGRAPH TERMINALS

Per font $2.00

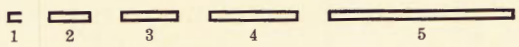


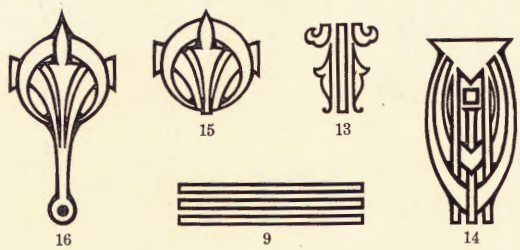
Font contains twenty-three of the 6 point character; sixteen of 8 point; fourteen of 10 point; nine of 12 point; eight of 14 point; six of 18 point; three each of 24 and 30 point; two each of 36, 42, 48, 60 and 72 point

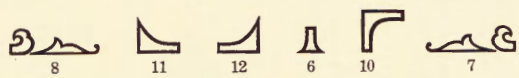
SCHUIL ORNAMENTS

This distinctive series of ornaments is adapted to every size of page and to all classes of large and small forms of advertising. Many attractive designs are very easily made

Characters in Complete Font







Per font $4.85

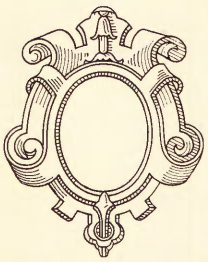
Font contains sixteen each of characters 1, 2 and 3; twenty of 4; twenty-four of 5; seven of 6; twelve of 9; eight of 10; four each 7, 8, 11, 12, 13, 14, 15 and 16

A special six point brass rule is made to work with Schuil Ornaments and is used for long panels in connection with character No. 1 for end pieces. It is put up in regular labor-saving fonts and sold in strips at 40c per foot

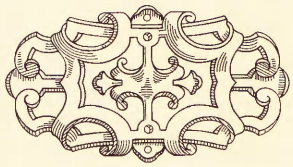
ANTIQUE ORNAMENTS



9601 (Mortised) 80c



9602 (Mortised) 85c

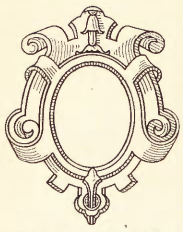


Antique Ornaments

are cast in type molds to point body and may be successfully used on either rough finished or coated stock. Many of the characters are so designed that they can be turned either side up with propriety



7201 (Mortised) 65c



8402 (Mortised) 75c



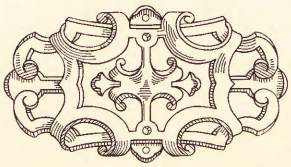
4801 (Mortised) 50c



6002 (Mortised) 60c



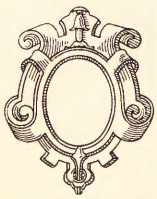
3603—50c



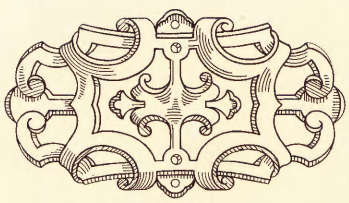
6003—70c



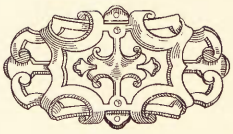
6001 (Mortised) 60c



7202 (Mortised) 65c



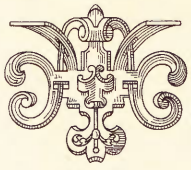
7203—90c



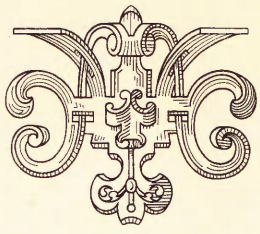
4803—55c



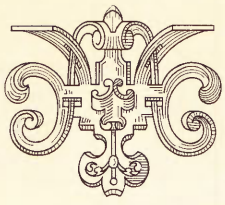
4804—50c



6004—55c



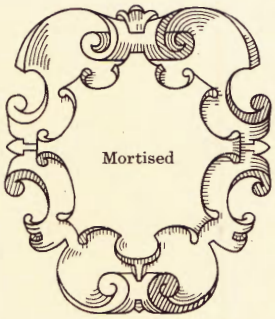
8404—75c



7204—65c

ANTIQUE ORNAMENTS


9605 (Mortised) 85c



12005—$1.15


7205 (Mortised) 75c

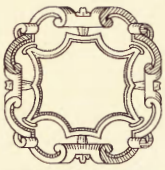

6006—65c

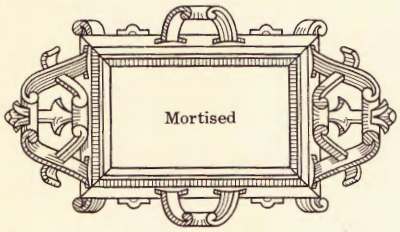

6005 (Mortised) 65c


7206—75c


3606—45c

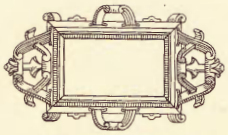

4806—55c

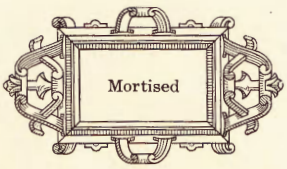

6008 (Mortised) 65c



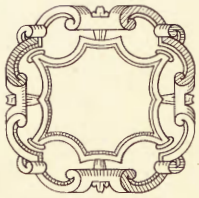
8407—$1.10


3607 (Mortised) 60c


4807 (Mortised) 65c

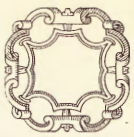


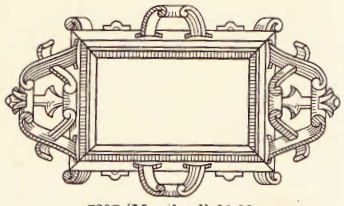
6007—80c


7208 (Mortised) 75c



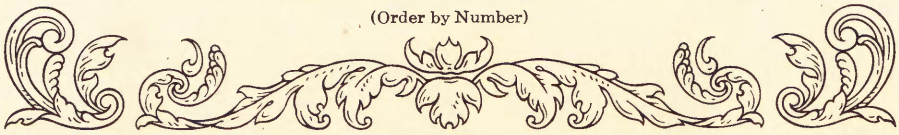
8408—80c


4808 (Mortised) 55c


7207 (Mortised) $1.00

CLELAND COMBINATION ORNAMENTS

(Order by Number)



5—45c 1—75c 6—45c



18—55c



2—70c



19—55c



9—55c



3—90c



10—55c



11
2 for 50c



4—95c



12
2 for 50c



13—65c



14—65c



7—50c



8—50c



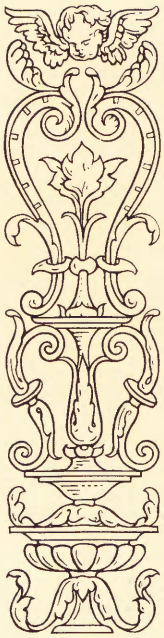
22—45c



20—45c



16—90c



15—$1.00



17—70c

2
for
45c



21

Cleland Combination Ornaments Make Good Borders and Bands

Cast in Type Molds and Cut Extra Deep

CLELAND ORNAMENTS



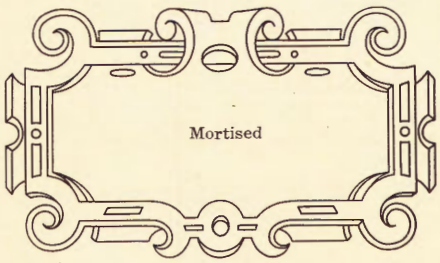
9613—$1.05



4810
2 for 55c



4809—70c



9612—$1.25



7207—$1.00



7203—65c



7211—55c



12005—$1.25



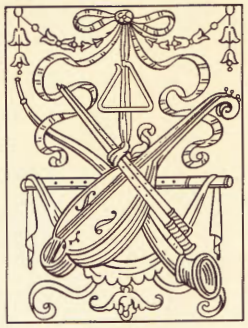
7201—$1.00



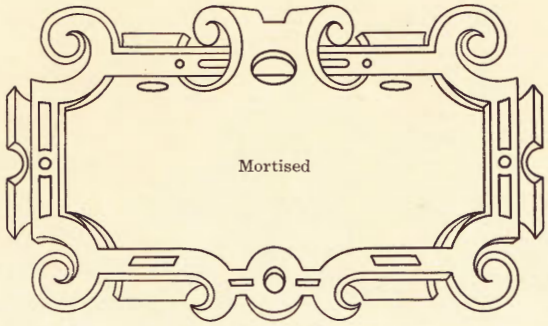
4818
2 for 55c



4806
2 for 55c



12002—95c



12004—$1.75

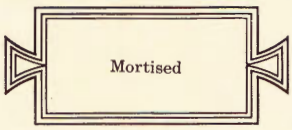
CLELAND ORNAMENTS



7214—$1.10



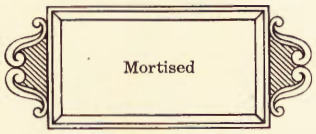
7215—75c



4820—75c



7228—55c



4821—75c



9629—70c



7224—85c



3022—60c



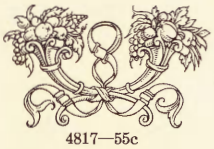
3023—60c



9616—$1.55



7227—55c



4817—55c



4826—45c



10818—$1.05



8419—85c

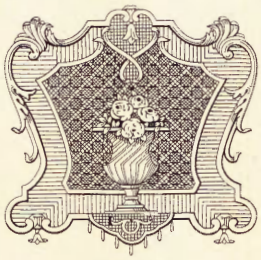


4825—65c

HAFTEL ORNAMENTS

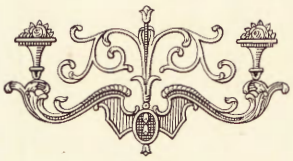

3603—50c


4803—55c


9601—80c


6004—55c


4804—50c


6003—70c


7201—65c


7204—65c


6002—75c


6001—55c


5402—70c


4802—55c


3605—40c


4805—55c


6005—65c


3602—50c


3606—45c


6006—55c


7207—55c


8407—65c


4806—45c


3008—45c

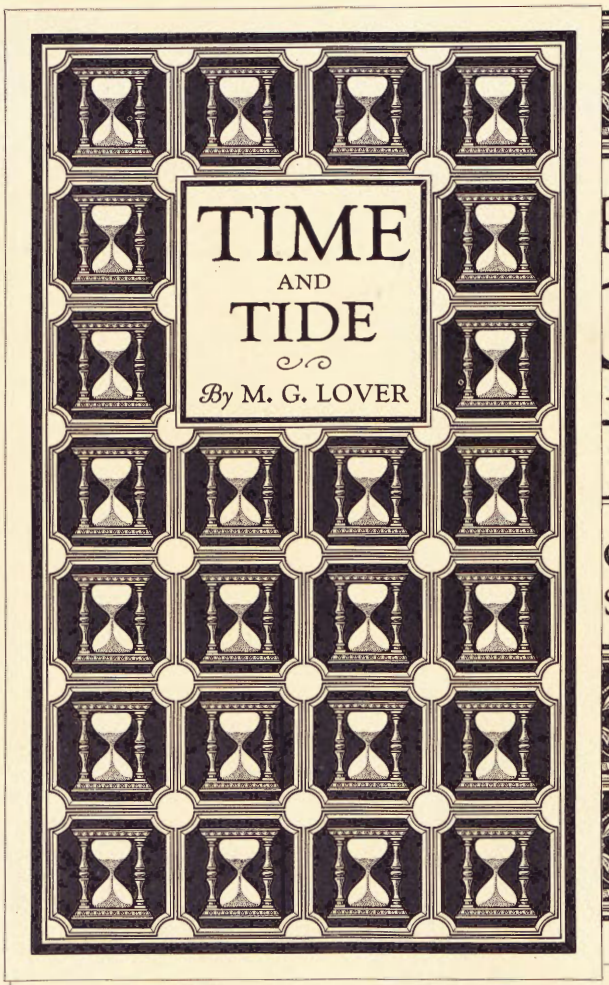

6009—55c

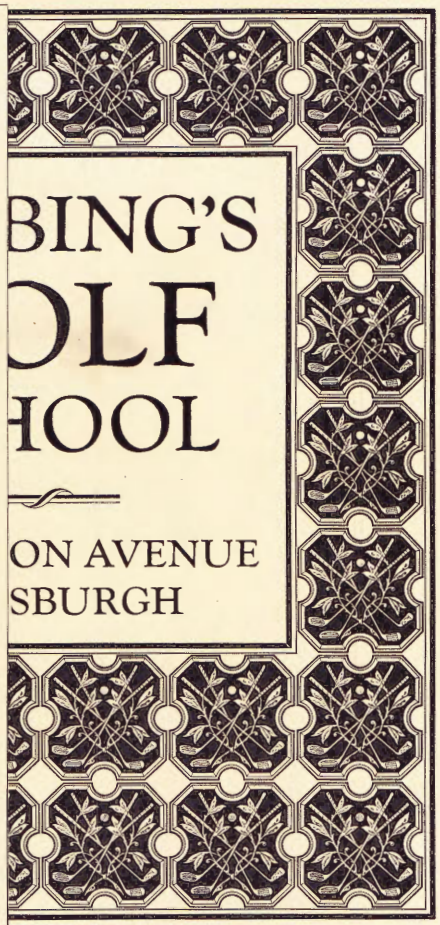

4809—45c

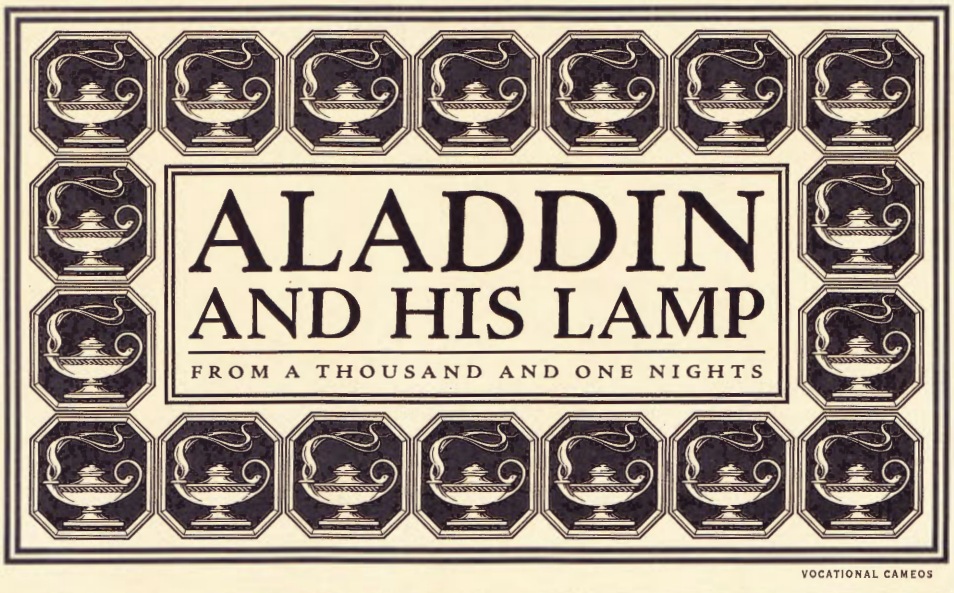

3609—40c


2408—3 for 55c


1808—3 for 50c







VOCATIONAL CAMEOS

VOCATIONAL CAMEOS


8401—75c


7201—65c


6001—55c


4801—45c


4802—45c


6002—55c


7202—65c


8402—75c


8403—75c


7203—65c

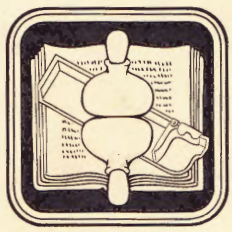

6003—55c


4803—45c


4804—45c


6004—55c


7204—65c


8404—75c


8405—75c


7205—65c


6005—55c


4805—45c

VOCATIONAL CAMEOS


8406—75c


7206—65c

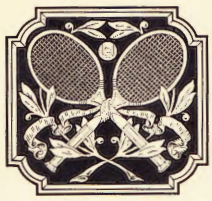

6006—55c


4806—45c


8408—65c


4807—45c


6007—55c


7207—65c


6008—50c


7208—55c


4808—40c


7209—55c


6009—50c


7210—55c


6010—50c


4811—45c


6011—50c


7211—55c


4812—45c


6012—55c


7212—65c


8412—75c

VOCATIONAL CAMEOS


8413—75c


7213—65c


6013—55c


4813—45c


6014—50c


4814—40c


4809—45c


4810—40c


4817—40c


6017—50c


7214—55c


7219—65c


7218—65c


7217—55c


4819—45c


6019—55c


6018—55c


4818—45c


7215—55c


4820—55c


4815—40c


6015—50c


3620—55c


6016—50c


4816—40c

CLOISTER ORNAMENTS



6059—50c

These excellent designs will help make your printing more attractive

9641 (Mortised) $1.40



8460—60c



3661—2 for 40c

CAST IN TYPE MOLDS

7242 (Mortised) $1.00



3643—2 for 40c



4862—40c



3663—2 for 40c



4844—40c



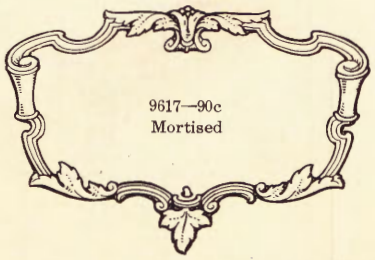
6045—45c



7246—50c



12018—$1.10
Mortised



9617—90c
Mortised

Cut
Extra
Deep



8416—80c
Mortised



THE
BULLETIN
September Issue

14419 (Mortised) $1.55



7215—70c
Mortised

CLOISTER ORNAMENTS





4812—45c



7238 (Mortised) $1.25



3620—70c



3613—35c



1822—40c



2421—45c



2403—55c



7214—60c



3001—60c



3628
2 for 45c



4827—35c



3623—55c



4824—75c



7226—50c

CLOISTER ORNAMENTS



4830—65c



3629—50c



3675
2 for 40c



7231—$1.00



4874—35c



3632—70c



7273—50c



4870—35c



2433—45c



2472
4 for 35c



3671
2 for 40c



6069—45c



7248—60c



7204—50c



4808—35c



5405—45c



3609
2 for 40c



3667
2 for 40c



4866—35c



12068—85c



7265—50c



12064—85c

CLOISTER ORNAMENTS



6025—90c



4840
3 for 45c



12076—55c



7237—40c



9607—$1.00



3656
2 for 40c



10806 (Mortised) 70c



7234—70c



3635
3 for 40c



2455
4 for 35c



6058—45c



9651—65c



4857—35c



14453—$1.00



12052—85c



8450—55c



7249—50c

TWENTIETH CENTURY ORNAMENTS

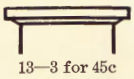
SERIES 1 Per font $5.45


12—55c


6—35c


1—60c


81—45c


13—3 for 45c


11—90c


8—2 for 45c


3—50c


14—55c


7—2 for 45c


10—2 for 45c


9—2 for 45c


4—55c


2—40c


5—50c

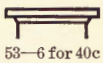
SERIES 2 Per font $3.80


50—40c


58—2 for 40c


56—2 for 40c


55—2 for 40c


53—6 for 40c


82—40c


62—50c


52—35c


59—60c


61—45c


54—3 for 45c

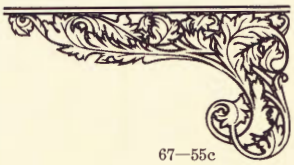

57—2 for 40c


49—40c

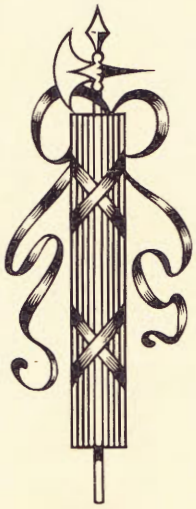

51—2 for 40c


60—45c

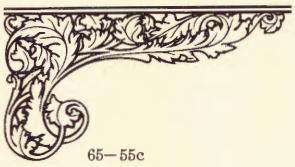
TWENTIETH CENTURY ORNAMENTS



67—55c



80—80c



65—55c



79—45c



78—50c



76—35c



75—35c



41—55c



71—55c



16—70c



25—55c



27—45c



20—35c



19—50c



21—45c



36—45c



40—75c

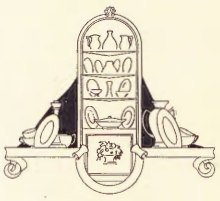


26—45c

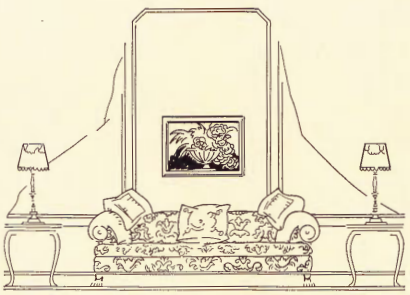


45—45c

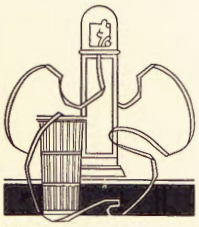
ROTERS ILLUSTRATORS



7229—65c



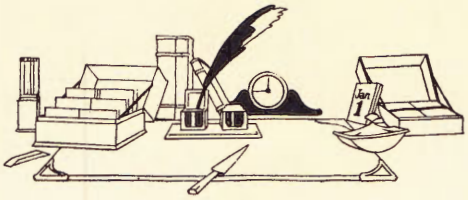
10814—$1.15



8411—65c



7216—65c



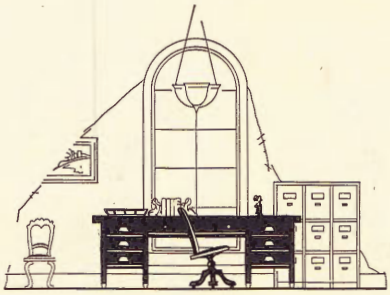
7206—75c



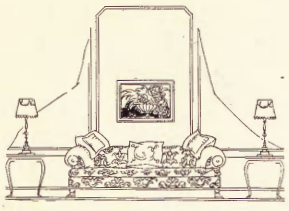
7218—65c



12003—75c



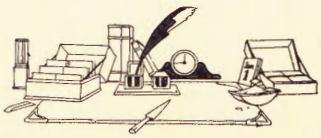
10830—$1.15



7214—75c



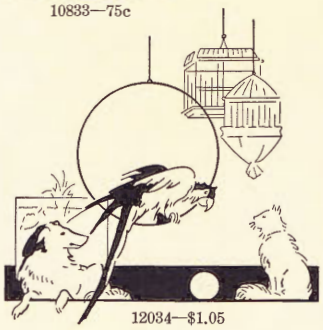
10833—75c



5432—65c



7231—65c



12034—$1.05



10835—90c



14436—$1.15

ROTERS ILLUSTRATORS



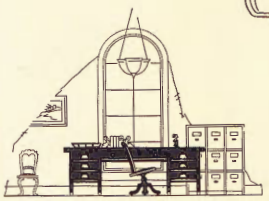
8415—65c



10807—$1.15



7208—70c



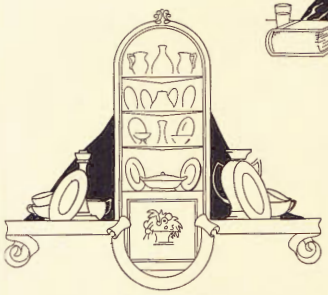
7201—70c



7227—70c



12002—$1.25



10809—$1.05



7212—55c



12010—$1.15



10828—$1.15



7205—55c



7217—$1.00



14404—$1.45

ROTERS ILLUSTRATORS



7221—65c



10819—80c



10820—80c



7222—65c



7237—55c



7223—65c



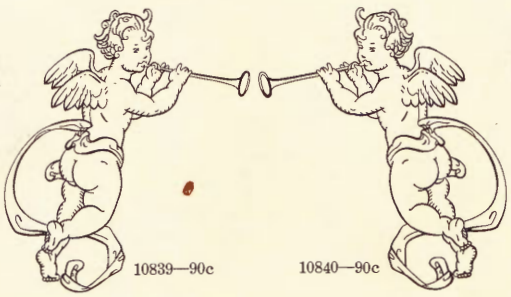
7224—65c



7238—55c



5425—65c



10839—90c

10840—90c



5426—65c



3649 3650

Per pair 50c



3647 3648

Per pair 50c



7241—75c



5443—55c



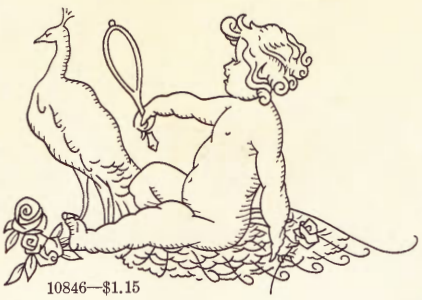
5444—55c



7242—75c



10845—$1.15



10846—$1.15

STRATHMORE ORNAMENTS



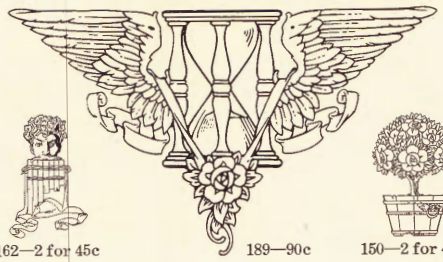
217—60c


172—80c



218—60c


192—50c


162—2 for 45c

189—90c

150—2 for 45c


154—55c


113—35c


122—75c


187—45c

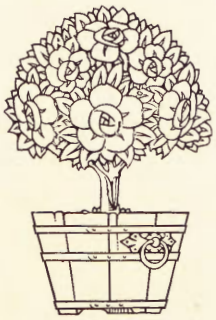

155—75c


171—50c

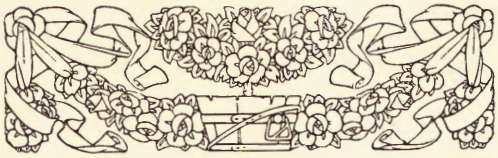

174—35c



210—55c


152—70c


153—40c


128—75c


194—45c


188—70c


151—45c


163—45c


213—60c 214 (two colors) $1.10

JAQUISH ORNAMENTS No. 3

Per font $6.75

Single characters sold at prices listed



44—55c



43—90c



45—55c



49—55c



41—70c



50—55c



42—70c



46—55c



51
4 for 45c



48—65c



47—55c

Jaquish Ornaments make good headpieces, bands, etc. when decorations in black and white are desired



52—45c

This font contains one each of Nos. 41, 42, 43, 44, 45, 46, 47 and 48; six each of Nos. 49 and 50; ten of No. 51; and seven of No. 52

JAQUISH ORNAMENTS No. 4

Per font $5.50

Single characters sold at prices listed



53—55c



54—55c



62—45c



55—70c



58—45c



59—45c



61—50c

63
6 for 50c

This font contains two each of Nos. 53, 54, 55, 56, 57, 58, 59 and 60; six each of Nos. 61 and 62; sixteen of No. 63; nine of No. 64



56—45c



57—45c



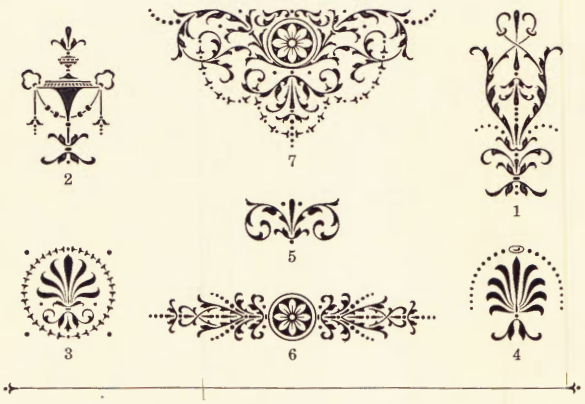
64—2 for 50c



60—55c

ADAM ORNAMENTS NO. 1

Per font $4.00



ADAM ORNAMENTS NO. 2

Per font $4.00



ORPHIC SPOTS

Cast in type molds

Type high, point body


4803—45c


6004—50c


7212—65c


6005—50c


4802—45c


7203—65c



INTRODUCING

Orphic Spots

for

SOCIETY PRINTING

AMERICAN TYPE FOUNDERS COMPANY


7210—65c


4807—45c


4806—45c


6002—55c


6007—55c


4814—45c


4808—45c


4812—45c


4809—45c


4801—45c


4804—45c


4810—45c


4811—45c


4805—45c


6006—55c


6001—55c


6008—50c


6014—55c


6009—50c


6011—55c

BODONI CAST ORNAMENTS



12001—$1.30



9609—60c



12006—85c



7211
2 for 45c



9602—90c



9612—35c



7203—70c



6005—55c



7207—50c



7218—50c



14413—50c



4816—35c



3615
2 for 40c



4810
4 for 35c

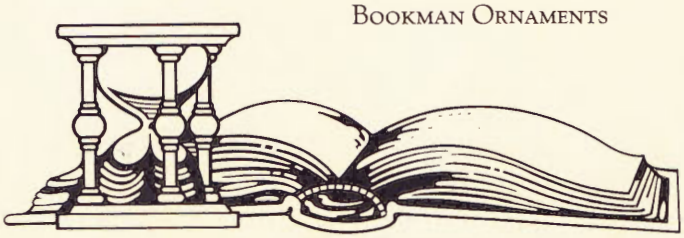


2414
4 for 35c



7204—70c

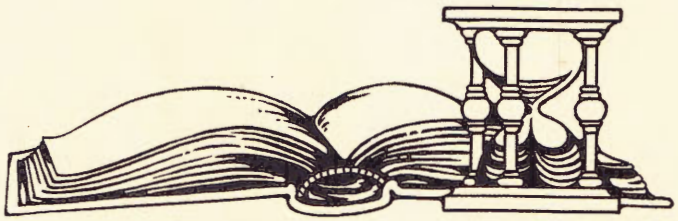
BOOKMAN ORNAMENTS



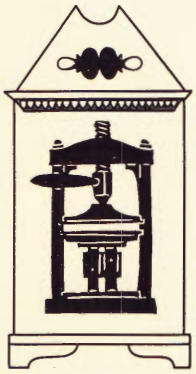
8401—$1.15



9649—55c



8404—$1.15



12044—70c

CAST IN TYPE MOLDS



9617—$1.15

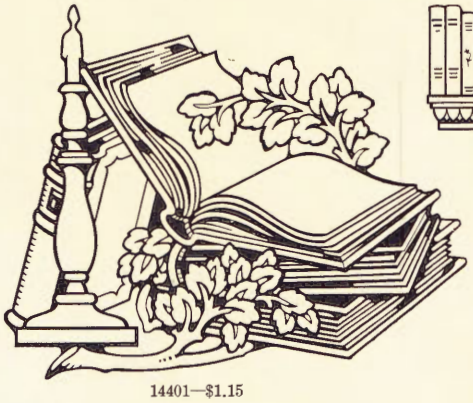


4201—55c

CUT EXTRA DEEP



7242—75c



14401—$1.15



4858—65c

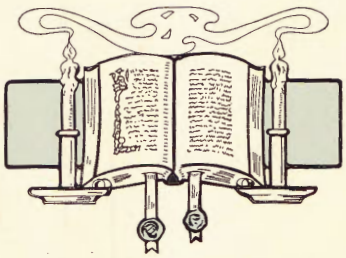


6016—70c

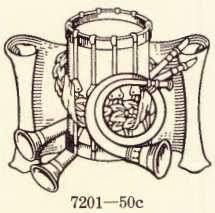
BOOKMAN ORNAMENTS



8402—65c



96162—80c 96163 (two colors) $1.45



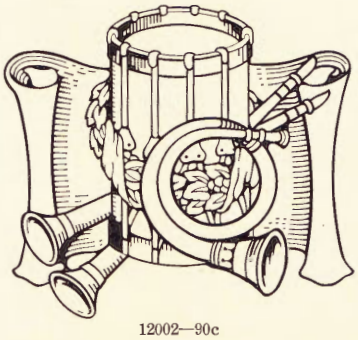
7201—50c



8403—$1.15



12001—90c



12002—90c

DELLA ROBBIA ORNAMENTS



6005—55c



4806—50c



3602—45c



4804—45c



7209—45c



7201—45c



8410—70c



7203—40c



3008—40c

VERSATILE ORNAMENTS


60—70c


17—2 for 40c


12—35c


133—2 for 40c


85—4 for 35c


62—65c


66—70c

76—4 for 35c


75—4 for 35c


88—2 for 45c

127—2 for 40c


124—40c


128—3 for 40c


64—65c


68—70c


77—2 for 40c


87—40c

126—3 for 45c


57—70c


43—55c


13—50c

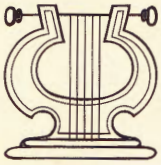

39—55c


5—40c

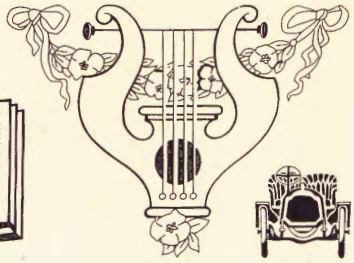

54—55c


158—35c


159—35c


11—45c


24—45c


42—80c

98—2 for 45c

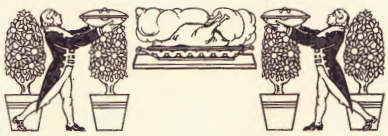
VERSATILE ORNAMENTS



70—65c



Group L complete 65c



Group N complete 85c



Group Q complete 45c



Group H complete 50c



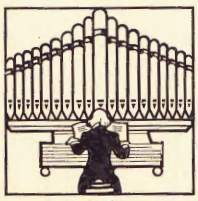
143—50c



155—50c



156—50c



123—50c



Group I complete 65c



15—35c



81 82
Per pair 45c



25—35c

DELLA ROBBIA FESTOONS NO. 1

18 Point — 36 inches $1.85



1 2 3 4 5 6 7

Made also in the following sizes:
12 Point No. 1 54 inches $2.25 24 Point No. 1 36 inches $2.40

DELLA ROBBIA FESTOONS NO. 2

Per font $2.90

Characters in Complete Font



3 2 6 4 5 9 8 1 7

Font contains two each of characters 1, 3, 4, 5, 6 and 8; six each 7 and 9; ten of 2

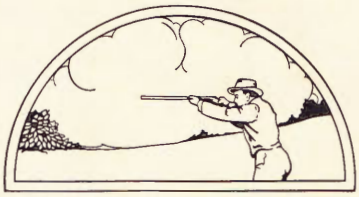
TRAP SHOOTER SERIES



11—60c



6—55c



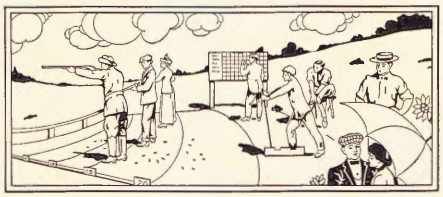
25—70c



2—55c



15—45c



23—75c



4—55c

VACATION ORNAMENTS



2—70c Two colors $1.20



5—$1.00 Two colors $1.80

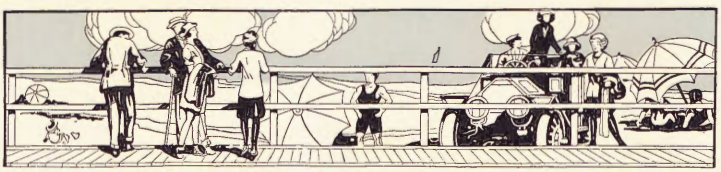


3—$1.30 Two colors $2.35



4—85c Two colors $1.55

Made for Two Colors



Cast Evenly to Points

1—90c Two colors $1.65

HOLIDAY DECORATORS



222 (two colors) 90c



252 (two colors) $1.35



216 (two colors) 65c



3—70c
119 (two colors) $1.10



332 (two colors) $1.00



228 (two colors) $1.35



214 (two colors) $1.55



246 (two colors) 75c



50—$1.30



358 (two colors) $1.80



376 (two colors) $1.20



71—75c



391—65c
390 (two colors) $1.20



294 (two colors) $1.00



52—70c



248 (two colors) 90c

HOLIDAY DECORATORS



290 (two colors) $1.65
Mortised



15—45c



234 (two colors) $1.55



268 (two colors) 75c



424—55c
Three colors



72—$1.30 117 (two colors) $2.35



382—90c
Two colors



380—75c
Two colors



427—90c
Three colors



62—70c



13—75c



27—50c



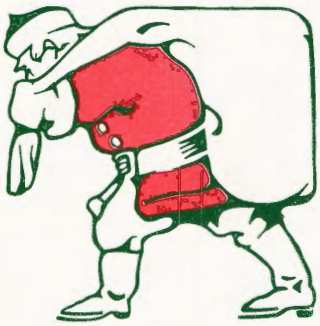
98—50c



30—50c
126 (two colors) 90c



29—65c 127 (two colors) $1.20



28—85c 109 (two colors) $1.55

HOLIDAY DECORATORS



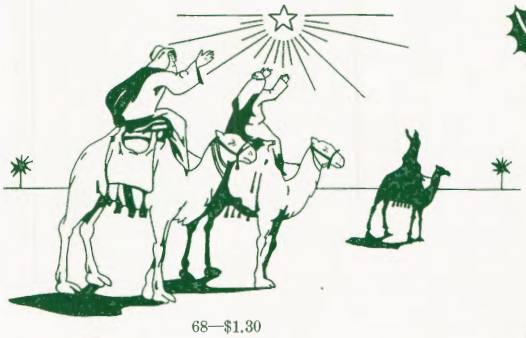
310 (two colors) 65c



95—60c



292 (two colors) 80c



68—$1.30



270 (two colors) $1.45



63—40c



70—60c



197—$1.00



276 (two colors) $1.65
Mortised



306 (two colors) 90c



393—85c
392 (two colors) $1.55

344 (two colors) 45c



250 (two colors) 90c



Mortised

288 (two colors) $1.35



157—$1.00



134—45c
135 (two colors) 75c

HOLIDAY DECORATORS



55—55c



264 (two colors) 90c



200—60c



339—45c
338 (two colors) 80c



240—65c
Two colors



321—80c 320 (two colors) $1.45



14—60c



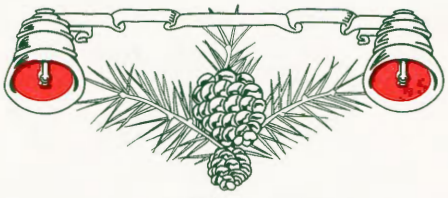
51—90c



90—60c



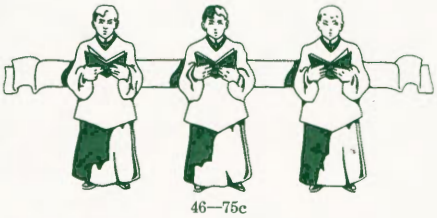
262—50c
Two colors



76—75c 121 (two colors) $1.05



304—80c
Two colors



46—75c



73—75c 136 (two colors) $1.20



274 (two colors) 75c
Mortised



49—75c



192—50c



226—80c
Two colors

HOLIDAY DECORATORS



254 (two colors) 75c



97—2 for 45c



139—3 for 40c



258 (two colors) 80c



260 (two colors) $1.25



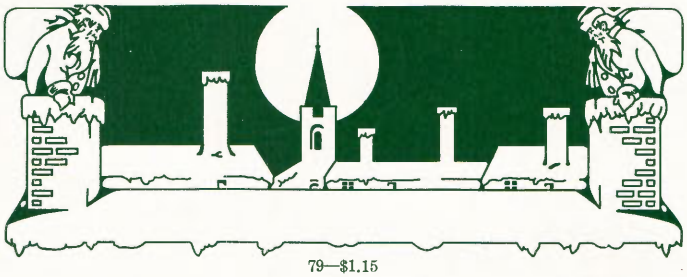
105—2 for 40c
131 (two colors) 40c



99—60c 122 (two colors) 80c



83—40c



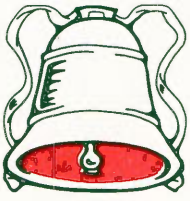
79—$1.15



110—40c



88—55c
133 (two colors) 80c



12—50c
125 (two colors) 70c



16—75c



232 (two colors) 90c



18—45c



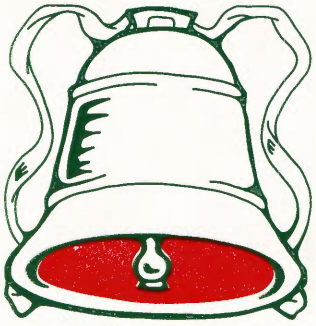
272 (two colors) 75c
Mortised



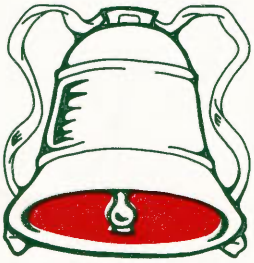
337—2 for 45c
336 (two colors) 45c



87—90c
132 (two colors) $1.65



10—85c 123 (two colors) $1.20



11—65c 124 (two colors) $1.00



60—45c

HOLIDAY DECORATORS



312 (two colors) 90c



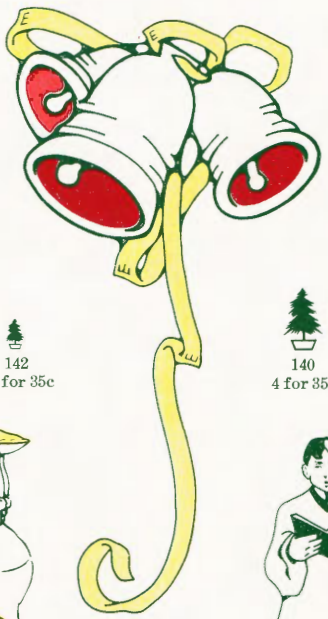
394 (three colors) $1.90



362 (two colors) 80c



196—55c



1—$1.45
115 (two colors) $2.05
116 (three colors) $3.20



364 (two colors) $1.20



144—50c

142
12 for 35c

140
4 for 35c



43—60c
114 (two colors) $1.10



371—55c
370 (two colors) $1.00



242 (two colors) 90c



112—50c



374 (two colors) 80c



389—50c
388 (two colors) 90c



430—$1.00
Three colors



330—80c
Two colors



387—45c
386 (two colors) 80c



113—35c



369—40c
368 (two colors) 75c



64—40c



278 (green) 75c 279 (blue) 75c 280 (red) 50c
278A (three colors) $1.70



406—$1.15
Three colors

HOLIDAY DECORATORS



77—$1.30 128 (two colors) $1.85



42—60c



25—85c



298 (two colors) 80c



266—$2.10
Two colors



48—$1.00



111—45c



350 (two colors) 80c



418—90c
Three colors



193—85c



415—55c
Three colors



421 (three colors) $1.00



212 (two colors) 90c

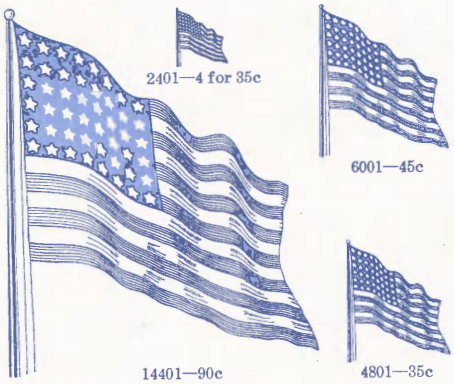


2—$1.00 118 (two colors) $1.50



94—$1.00

UNITED STATES FLAGS
For One Color

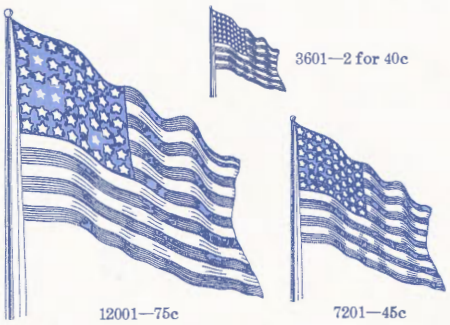


2401—4 for 35c

6001—45c

14401—90c

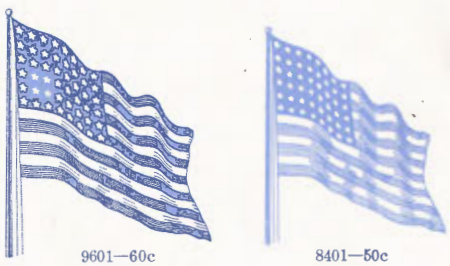
4801—35c



3601—2 for 40c

12001—75c

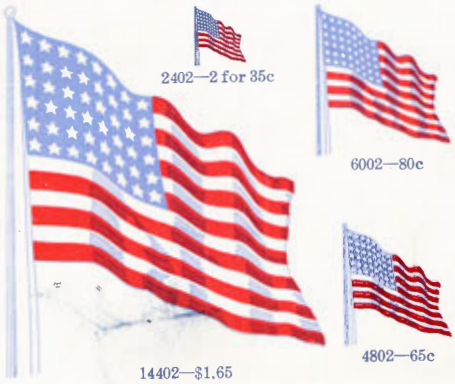
7201—45c



9601—60c

8401—50c

UNITED STATES FLAGS
For Two Colors

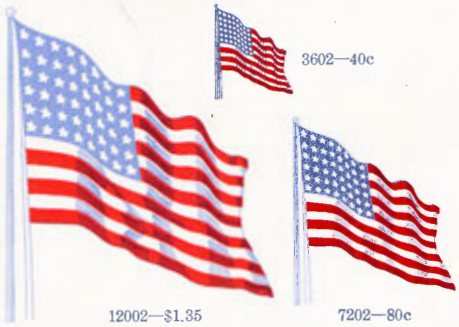


2402—2 for 35c

6002—80c

14402—$1.65

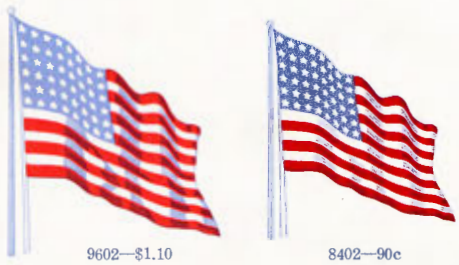
4802—65c



3602—40c

12002—$1.35

7202—80c



9602—$1.10

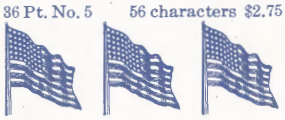
8402—90c

UNITED STATES FLAG BORDERS
For One Color

24 Pt. No. 3 120 characters $2.75



36 Pt. No. 5 56 characters $2.75



48 Pt. No. 7 30 characters $2.55



UNITED STATES FLAG

Attention is called to the fact that the United States, and several of the individual States, restrict and prohibit by law the use of the United States Flag, the State Flags and the National and State Coats of Arms for either advertising or business purposes of any nature. All cuts, electrotype or type representations of same made, sold or offered for sale by the American Type Founders Company are made and sold on the condition that they are not to be used in any manner prohibited by law.

UNITED STATES FLAG BORDERS
For Two Colors

24 Pt. No. 4 126 of each color $5.25



36 Pt. No. 6 56 of each color $5.15

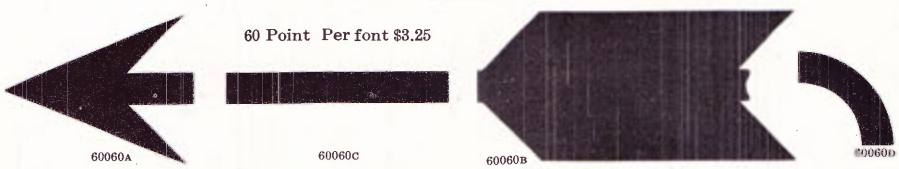


48 Pt. No. 8 30 of each color $4.85



ARROW ORNAMENTS No. 1

60 Point Per font $3.25



36 Point
Per font $2.55



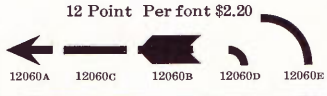
24 Point Per font $2.55



18 Point Per font $2.40



12 Point Per font $2.20



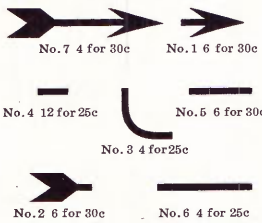
6 Point Per font $2.20



12 POINT ARROW ORNAMENTS No. 2

Per font $2.20

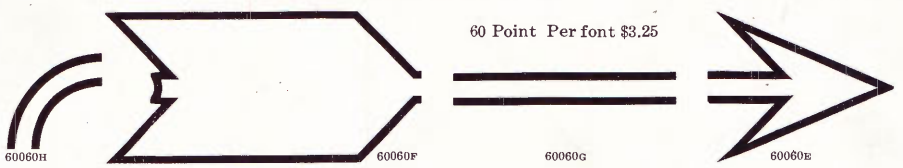
Characters in Complete Font



Font contains fourteen each of characters 1 and 2; twelve of 3; ten of 4; nine each 5, 6 and 7

OUTLINE ARROWS No. 1

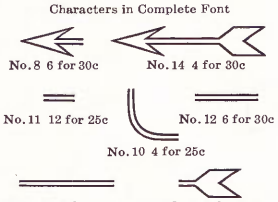
60 Point Per font $3.25



12 POINT OUTLINE ARROWS No. 2

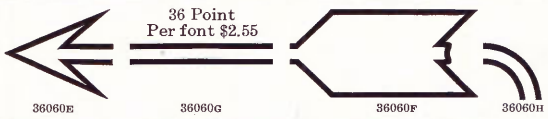
Per font $2.20

Characters in Complete Font

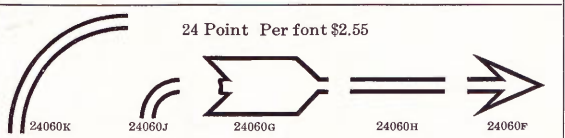


Fonts contain fourteen each of characters 8 and 9; twelve of 10; ten of 11; nine each 12, 13 and 14

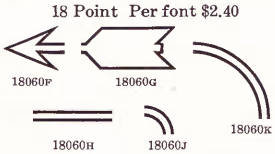
36 Point
Per font $2.55



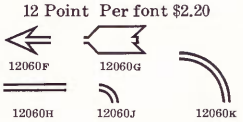
24 Point Per font $2.55



18 Point Per font $2.40

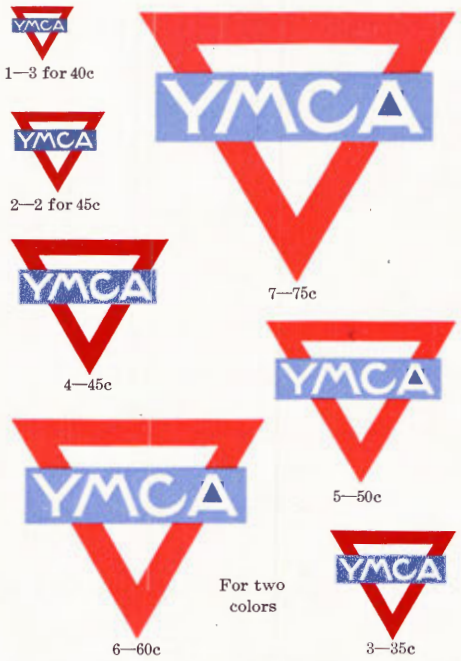


12 Point Per font $2.20

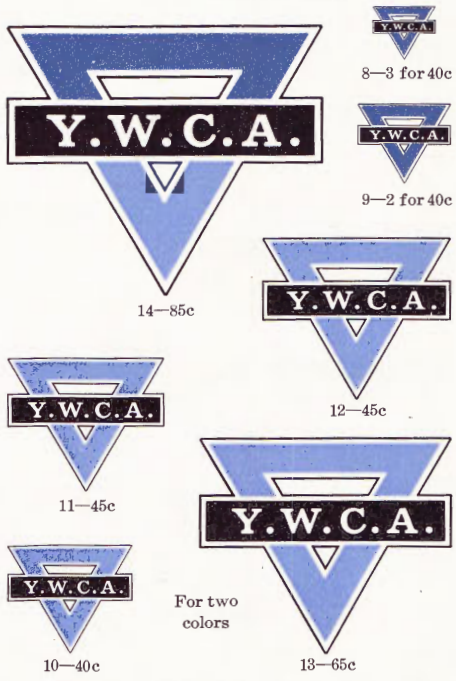


Arrow Ornaments may be used as Borders or as Pointers

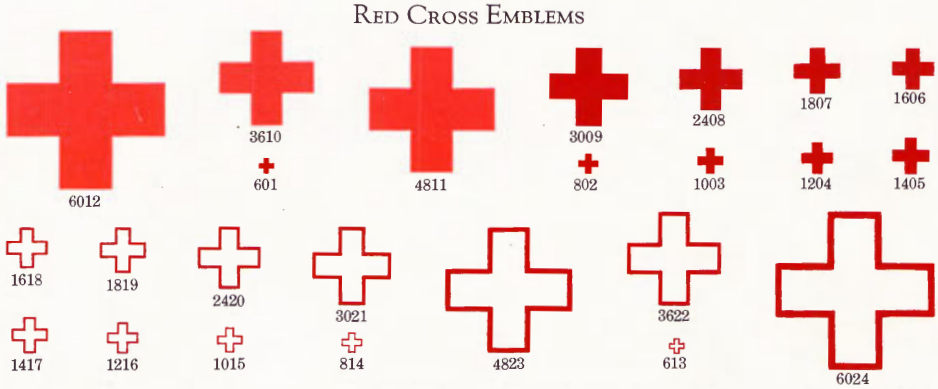
YOUNG MEN'S CHRISTIAN ASSOCIATION EMBLEM



YOUNG WOMEN'S CHRISTIAN ASSOCIATION EMBLEM



RED CROSS EMBLEMS

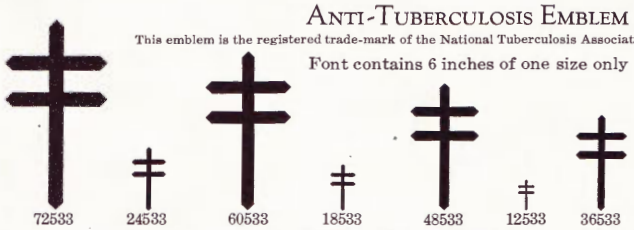


601—12 for 35c
802—12 for 35c
1003—10 for 35c
1204—10 for 35c
1405—8 for 35c
1606—6 for 35c
1807—6 for 35c
2408—4 for 35c
3009—2 for 40c
3610—2 for 40c
4811—each 35c
6012—each 45c
613—12 for 35c
814—12 for 35c
1015—10 for 35c
1216—10 for 35c
1417—8 for 35c
1618—6 for 35c
1819—6 for 35c
2420—4 for 35c
3021—2 for 40c
3622—2 for 40c
4823—each 35c
6024—each 45c

ANTI-TUBERCULOSIS EMBLEM

This emblem is the registered trade-mark of the National Tuberculosis Association and is used by permission

Font contains 6 inches of one size only



12533—12 for 35c Per font $0.70
18533— 8 for 35c Per font .70
24533— 4 for 35c Per font .70
36533— 3 for 40c Per font 1.10
48533— 2 for 45c Per font 1.45
60533— each 35c Per font 1.80
72533— each 45c Per font 2.20

POST CARD EMBELLISHERS



4—50c



5—50c



9—50c



3—45c



7—50c



10—70c

TRADE EMBLEMS



8403—55c

Same design made also in the following sizes:

48 Pt. (4803) . . . each 35c
60 Pt. (6003) . . . each 45c
72 Pt. (7203) . . . each 50c



7211—50c

Same design made also in the following sizes:

24 Pt. (2411) . . . 4 for 35c
36 Pt. (3611) . . . 2 for 40c
48 Pt. (4811) . . . each 35c
60 Pt. (6011) . . . each 45c



8402—50c

Same design made also in the following sizes:

18 Pt. (1802) . . . 8 for 35c
24 Pt. (2402) . . . 4 for 35c
36 Pt. (3602) . . . 2 for 40c
48 Pt. (4802) . . . each 35c
60 Pt. (6002) . . . each 40c
72 Pt. (7202) . . . each 50c



7214—45c

Same design made also in the following sizes:

36 Pt. (3614) . . . 2 for 40c
48 Pt. (4814) . . . 2 for 45c
60 Pt. (6014) . . . each 40c

Cast in two pieces

Any city or town can be inserted

PRINTED IN U. S. A. IMPRINTS

Per font $1.25

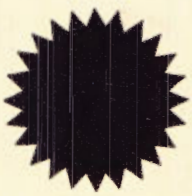


SLOCUM SEALS

Made in the following sizes:

24 Point . . . . . 4 for 25c
36 Point . . . . . 2 for 30c
60 Point . . . . . each 35c
72 Point . . . . . each 40c
96 Point . . . . . each 55c

Per font, one of each size $1.50



72 Point 40c

LOCUS SIGILLI



453E
3 for 30c



513E
3 for 30c



311E
3 for 30c



664E—2 for 35c



354D
3 for 45c



554D—25c

FLORAL DECORATORS



7276—70c



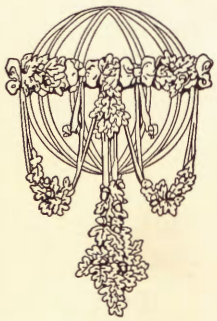
5477—55c



2485—45c



3689—50c



12015—70c



5481—55c



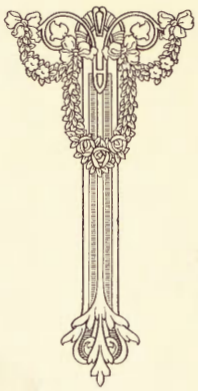
6043—55c



7219—45c



9616—55c



7280—70c



6036—50c
Mortised



7242—60c



4844—50c
Mortised



8418—50c



8434—60c
Mortised



7233—45c
Mortised



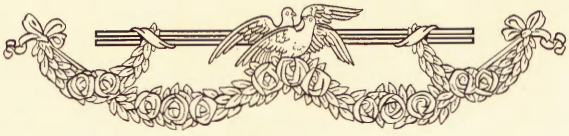
3665—50c



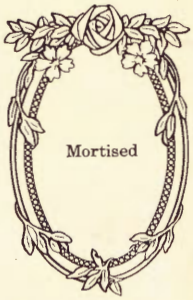
5417—35c



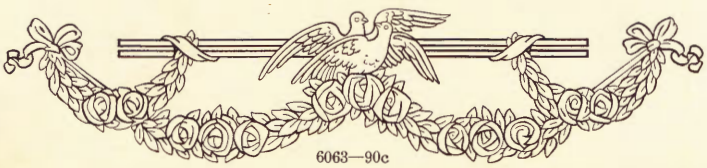
4837—30c
Mortised



4864—70c



10835—70c



6063—90c

FLORAL DECORATORS



12003—70c



9602—55c



7204—45c



9652—75c



7240—55c
Mortised



9639 (Mortised) 65c



8421—50c



7253—55c



5454—45c



12012—70c



6047—55c
Mortised



5424—35c



4841
2 for 45c



4849—45c
Mortised



7223—45c



9622—50c



6013—40c



9611—50c



2473—40c



3672—55c



7246 (Mortised) 60c



7214—45c



4859—85c

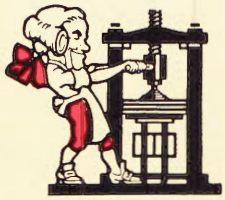
TYPOGRAPHIC SPOTS



10801—75c
Two colors $1.35



8402—80c
Two colors $1.45



7203—75c
Two colors $1.45



8404—75c
Two colors $1.45



8405—55c
Two colors $1.00



8406—65c
Two colors $1.20



7207—55c
Two colors $1.00



7208—65c
Two colors $1.20



7209—80c
Two colors $1.45



7210—65c
Two colors $1.20



6011—55c
Two colors $1.00



5412—55c
Two colors $1.00



7213—55c
Two colors $1.00



6016 (two colors only) $1.00



5417 (two colors only) $1.35

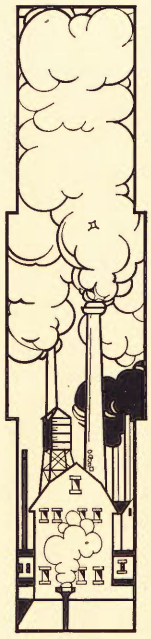


5414—55c
Two colors $1.00

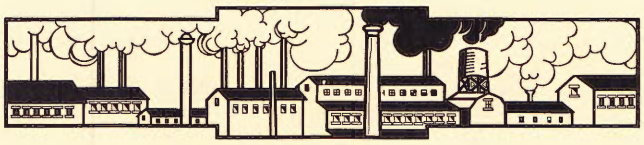


6015—55c
Two colors $1.00

COMMERCE AND INDUSTRY ILLUSTRATORS



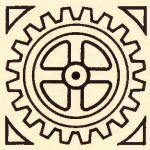
5402—75c



5403—85c



3609—50c



5405—45c



3607—50c



5404—45c



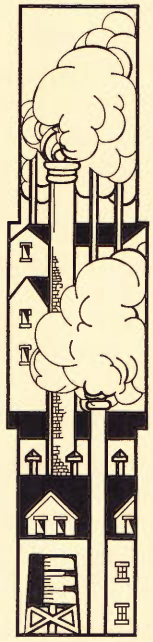
3608—50c



3610—50c



3611—50c



5406—75c



5401—85c

PRINTERS EMBELLISHERS



120001—55c



120002—70c



120003—70c



120004—55c

TORY ORNAMENTS



1—$1.45

GEOFROY TORY · PAINTER AND ENGRAVER
FIRST ROYAL PRINTER · NOTED ORTHOEPIST

BERNARD'S monograph on Tory was first published in the year 1857, when M. Bernard was already a recognized authority on the history of typography. In the year 1865, after an interval devoted largely to a search for further information about Tory, and also for examples of his work as an artist, a second edition of the book appeared, enlarged by over half, arranged more systematically, and embellished with several additional engravings of designs that are, in the author's opinion, attributable to Tory. The Iconography, which forms the third part of this revised edition, did not appear as such in the first edition, although a small part of the material it contains may be found scattered through the edition. Now it occupies far more space than the Biography and

rit and effect of the original
result is more truly a repro-
opy would have been. Both
in these designs were exact
isite, and as a rule they con-
pages of drawings from all
are and expensive volumes
at was done in France when
en more elaborate than be-
ully printed by Colines and
se. Some of them, however
hands of inferior printers
irregularities due to the
fullness of the printers
discernible, a volume
e French fashion, is
in list of contents



TORY INITIAL



8 (Mortised) $1.25



9—$1.00

Tory Ornaments
for
Headpieces
and
Tailpieces

American Type Founders Company

EVERYTHING FOR THE PRINTER

TORY ORNAMENTS



2—$1.35



10—75c



3—$1.25



11—65c



4—$1.15



12—65c



6 (Mortised) $1.05



13—$1.05



5 (Mortised) $1.10



7—65c

American Type Founders Company

EVERYTHING FOR THE PRINTER

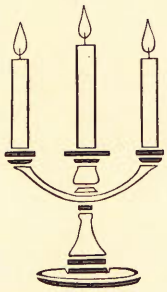
RENAISSANCE ORNAMENTS



25—70c

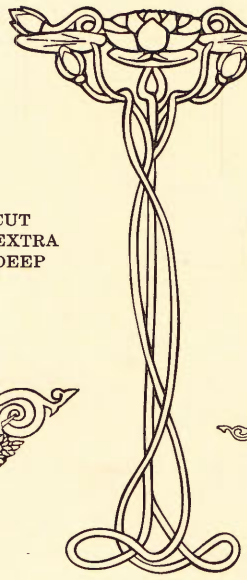


24—80c



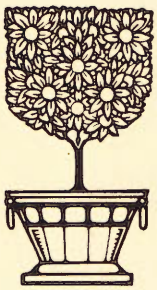
28—55c

CUT EXTRA DEEP

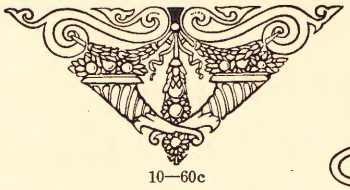


8—$1.15

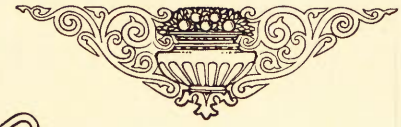
CAST IN TYPE MOLDS



14—55c



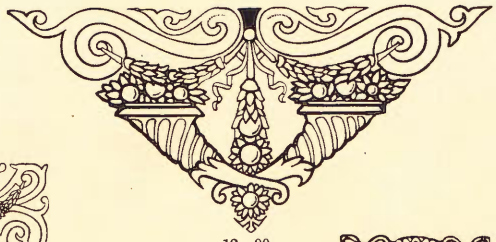
10—60c



4—55c



50—45c



12—90c



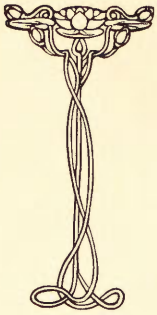
3—50c



18—80c



13—35c



7—55c

GOLF ILLUSTRATORS



10—55c



23—70c



19—65c



1—45c



6—40c



12—60c



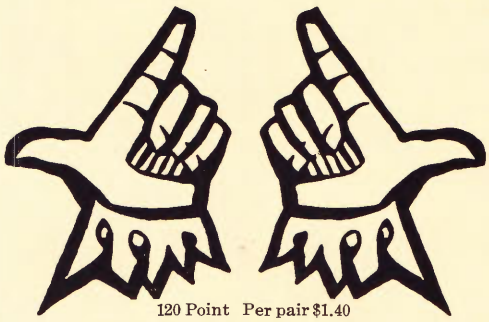
8—50c



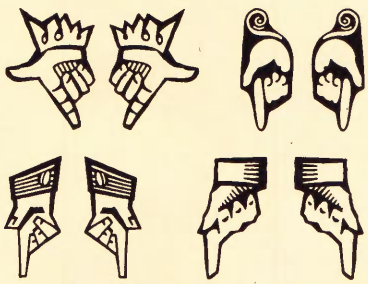
2—50c

CHAP-BOOK DIRECTORS

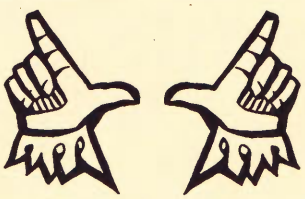
Four eye-catching styles made in nine sizes: 24, 30, 36, 42, 48, 60, 72, 96 and 120 Point



120 Point Per pair $1.40



48 Point Per font of four pairs, eight characters 85c



72 Point Per pair 90c



96 Point Per pair $1.10



24 Point Per font of eight pairs, 16 characters 70c



30 Point Per font of eight pairs, 16 characters 70c



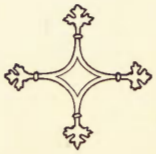
36 Point Per font of eight pairs, 16 characters 85c

42 Point Per font of four pairs, 8 characters ... 70c

60 Point Per font of four pairs, 8 characters.. $1.10

42 Point and 60 Point carried in stock only at Foundry

MURAL ORNAMENTS


307A—45c


306A—45c


310A—35c


316A—35c


305A—45c


314A—35c


295A—35c


313A—35c


308A—35c


311A—35c


294A—35c


301A—35c


293A
2 for 40c


296A—35c


304A—35c

BUSHA ORNAMENTS


349A—50c


209A—45c


142A—50c

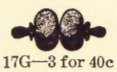

221A—35c


103A—2 for 45c


34G—2 for 40c


405A—40c


60G—45c


17G—3 for 40c


45G—40c


168A—40c


263A—35c


16G—8 for 35c


213A—35c


178A—40c


37G
3 for 45c


1G
3 for 40c


406A—45c


67G—3 for 45c


25G—2 for 45c

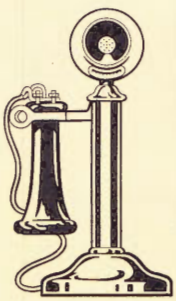

256A—2 for 45c


38G—2 for 40c


219A—40c


101A—2 for 45c

TELEPHONE CAST CUTS


12001—60c


9601—50c


8401—50c


7201—45c


3601
3 for 40c


5401—35c


2401
4 for 35c


9602—50c


1802
6 for 35c


2402
4 for 35c


3602
3 for 40c


4802—2 for 45c


6002—40c


7202—45c


1803
4 for 45c

Cast in Type Molds


1804
8 for 35c


7203—45c


5403
40c


3603
2 for 40c


2404
4 for 35c


3604
3 for 40c


4804
3 for 45c


7204—40c

SPEAKERS

Per font $1.50 Single character 30c


3


7


6


5


10


8


4


1


9


2

COLONIALS

Per font $1.50 Single character 30c


8


1


2


4


7


6


3

5

9

10

WAYSIDE ORNAMENTS


336—40c


383 384
Per pair 40c


385—45c


379 380
Per pair 40c


337—40c


375 376
Per pair 40c


429—35c


348 Per pair 70c 349


377 378
Per pair 40c


360 Per pair 45c 361


425—2 for 45c


373 Per pair 70c 374

KATE GREENAWAY MIGNONETTES


52
2 for 45c


7—40c


19—45c


6—45c


20
2 for 45c


33—40c


49—45c


47—45c


34—45c


1—45c


29—40c


4—40c


21—45c


51
2 for 45c


54—40c


38
2 for 45c


32—45c


57
2 for 45c

DELMONICO CHEFS AND WAITERS

Per font $1.50
Single character 30c


1


2


4


3


6


5


7


8


9


10

ART ORNAMENTS


72015—50c


72018
2 for 45c


60009—50c


72016
2 for 45c

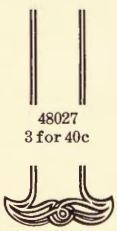

72013—50c


72014—50c

ART COMBINATION ORNAMENTS

SERIES 60
Per font $1.45
Font contains two each of characters 72024 and 48028; six of character 48027


72024—50c


48027
3 for 40c

48028—25c

SERIES 57
Per font $1.10
Font contains two each of characters 42005 and 42007; six of character 42006


42005—35c

42006
4 for 35c


42007—35c

SERIES 55
Per font $1.80
Font contains two each of characters 60010 and 36028; six of 36027


60010—55c


36027
6 for 40c


36028—45c


84002—55c


18059
35c


42009—25c
Two colors
42010—45c


72020—50c


54003—25c


60014—50c


84001—55c


84008—75c


84003—55c

JAQUISH ORNAMENTS



6010—$1.10

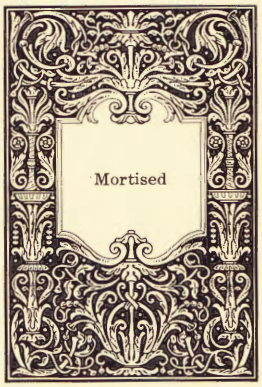


7209—90c

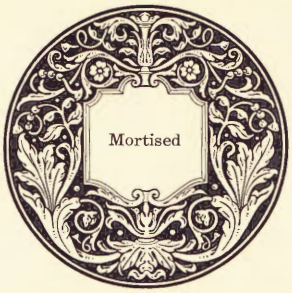
CAST IN
TYPE MOLDS



4807—55c



14401—$1.10



10808—$1.05



7206—75c



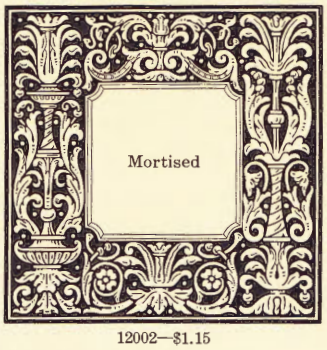
9605—90c



7204—$1.35



14403—$1.35



12002—$1.15

THANKSGIVING ORNAMENTS


1—40c


6—35c


3—35c


8—35c


2—40c


11—45c


9—2 for 45c


5—35c


10 (two colors) 65c


7—2 for 45c


4—50c


12—50c

ITALIAN BANDS

12 Point No. 1 — 54 inches $2.25



18 Point No. 2 — 36 inches $1.85

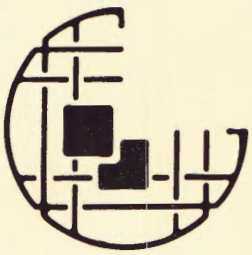


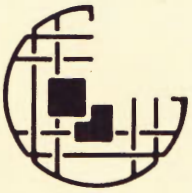
24 Point No. 3 — 36 inches $2.40



PARSONS INITIAL DECORATORS

(Not mortised)

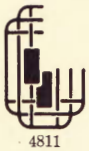

9610—80c

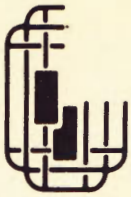

7210—65c

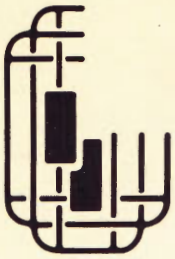

4810—45c


3610
2 for 50c


3611
3 for 50c


4811
2 for 55c


.7211—55c


9611—70c

Parsons Swash Initials and Parsons Initial Decorators in fonts are shown on page 86

CHAP-BOOK GUIDONS



14 Point	Font contains ten pairs each of Brackets and Parentheses; ten each of Paragraph Marks	Per font $0.85
18 Point	Font contains eight pairs each of Brackets and Parentheses: eight each of Paragraph Marks	Per font .85
24 Point	Font contains six pairs each of Brackets and Parentheses; six each of Paragraph Marks	Per font .85
30 Point	Font contains four pairs each of Brackets and Parentheses: four each of Paragraph Marks	Per font 1.00
36 Point	Font contains three pairs each of Brackets and Parentheses; three each of Paragraph Marks	Per font 1.00
42 Point	Font contains two pairs each of Brackets and Parentheses; two each of Paragraph Marks	Per font 1.00
48 Point	Font contains two pairs each of Brackets and Parentheses; two each of Paragraph Marks	Per font 1.10
60 Point	Font contains two pairs each of Brackets and Parentheses; two each of Paragraph Marks	Per font 1.10
72 Point	Font contains two pairs each of Brackets and Parentheses; one each of Paragraph Marks	Per font 1.15

SWASTIKA ORNAMENTS



Black Per font $1.15

Font contains two each of 6, 8, 10, 12, 18, 24 and 30 Point, and one each of 36, 48, 60 and 72 Point

Outline Per font $1.15

Font contains two each of 6, 8, 10, 12, 18, 24 and 30 Point, and one each of 36, 48, 60 and 72 Point



LAUREL ORNAMENTS

6 Point Per font $1.80
12 Point Per font $1.80
18 Point Per font $2.25



Characters in Complete Font of 18 Point

The characters of 6 and 12 Point are practically the same as those of 18 Point





Laurel Ornaments are cast in cored type molds, with as little shoulder as possible inside wreaths, so that type lines may be set close up A great variety of designs may be produced with these ornaments. Wreaths are enlarged symmetrically by using the single piece

DELLA ROBBIA INITIALS

48 Point No. 4802, two colors, set of 52 characters $7.00
Single character, two colors 65c

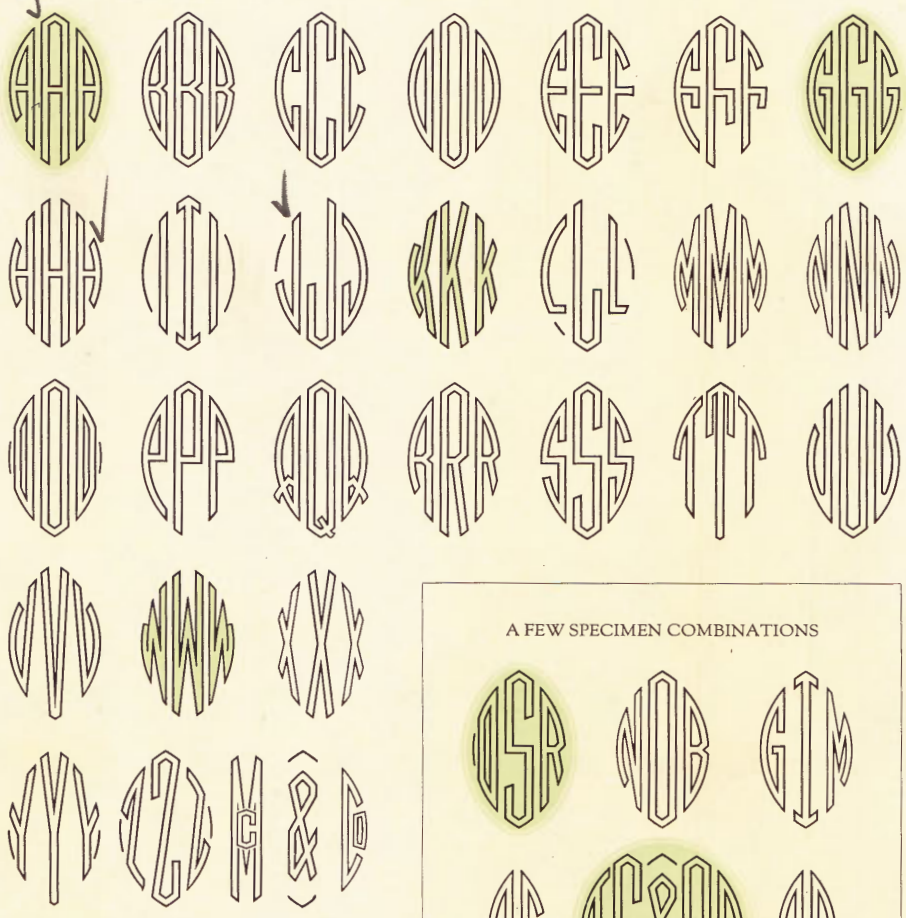
48 Point No. 4801, one color, set of 26 characters $3.50
Single character, one color 35c



72 Point No. 7202, two colors, set of 52 characters . . $14.00
Single character, two colors 90c
72 Point No. 7201, one color, set of 26 characters $7.00
Single character, one color 50c

VIRKOTYPE COMBINATION MONOGRAMS

Series A, one type each, 81 characters — Per font $7.25
Series B, color for Series A, one type each, 81 characters — Per font $7.25



A FEW SPECIMEN COMBINATIONS

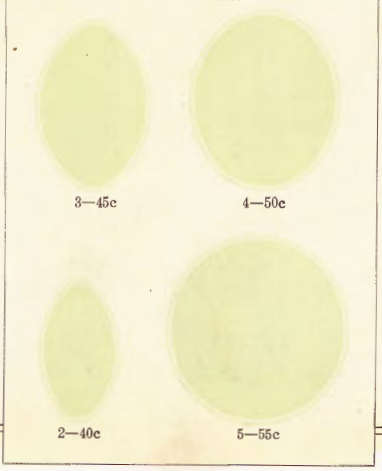


Series A or Series B

Each two letter combination	$0.55
Each three letter combination	.85
Each four letter combination	1.10
Each five letter combination	1.40

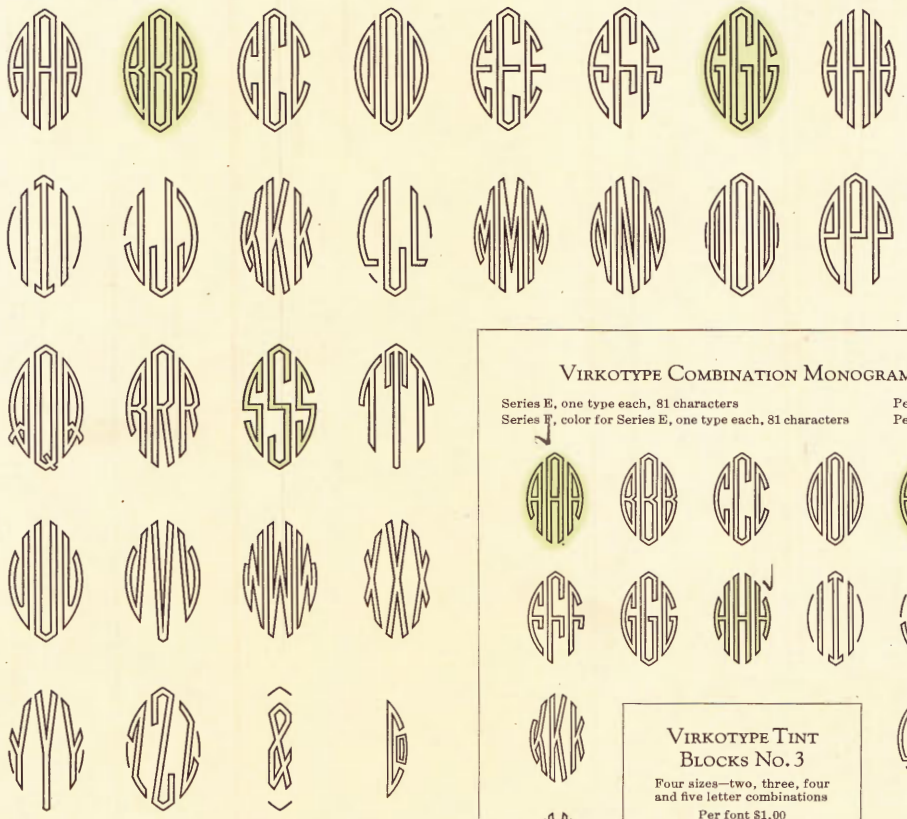
VIRKOTYPE TINT BLOCKS

Four sizes:
two, three, four and five letter combinations
Per font $1.65



VIRKOTYPE COMBINATION MONOGRAMS

Series C, one type each, 81 characters — Per font $4.75
Series D, color for Series C, one type each, 81 characters — Per font $4.75



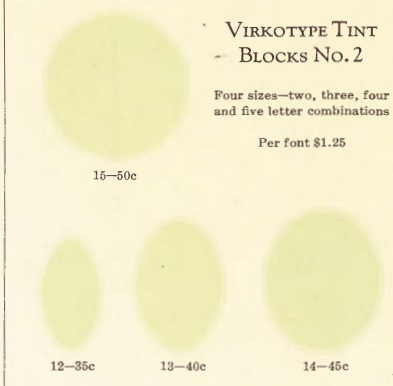
Series C or Series D

Each two letter combination	$0.45
Each three letter combination	.70
Each four letter combination	.90
Each five letter combination	1.15

VIRKOTYPE TINT BLOCKS NO. 2

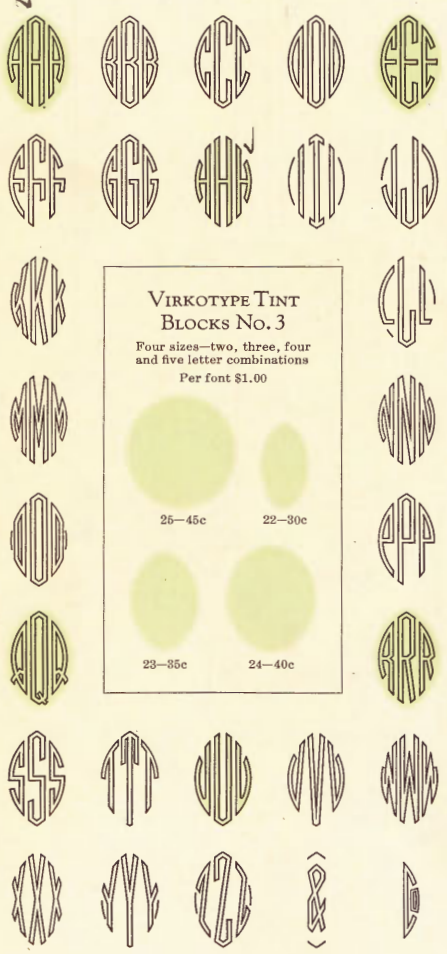
Four sizes—two, three, four and five letter combinations

Per font $1.25



VIRKOTYPE COMBINATION MONOGRAMS

Series E, one type each, 81 characters — Per font $3.25
Series F, color for Series E, one type each, 81 characters — Per font $3.25



VIRKOTYPE TINT BLOCKS NO. 3

Four sizes—two, three, four and five letter combinations

Per font $1.00

Series E or Series F

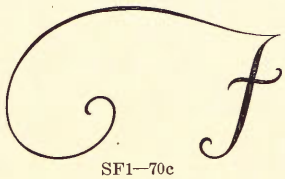
Each two letter combination	$0.35	Each four letter combination	$0.70
Each three letter combination	.55	Each five letter combination	.90

VANITY INITIALS


A1—45c


A2—55c

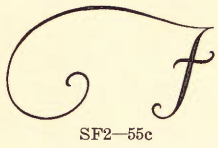

A3—65c


SF1—70c


A4—55c


A5—65c

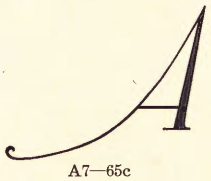

A6—80c

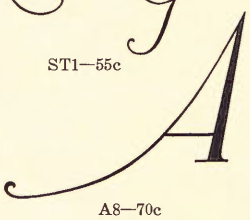

SF2—55c


SF3—45c


ST1—55c


SF4—55c


A7—65c


A8—70c

A9—90c


B1—55c

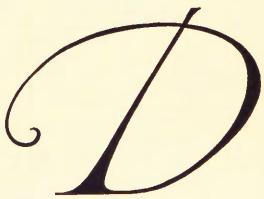

B2—45c

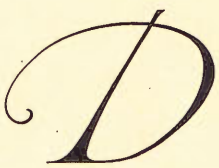

B3
2 for 50c


C1—50c


C2—55c


C3—2 for 55c


D3—75c


D2—65c


D1—55c


LT1—50c


LT2—50c


LT3—50c

Vanity Initials are cast full on the body and are not mortised

VANITY INITIALS

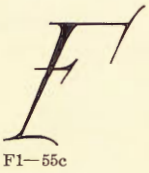

E3—65c


E2—55c


E1—45c


G7—55c


G3—90c


F1—55c


F3—80c


F2—65c


G4—50c


G1—2 for 55c


G8—65c


G9—70c


G2—55c


G5—55c

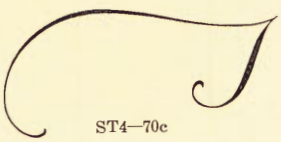

G6—70c


H2—70c


H5—50c

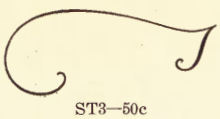

H6—55c


H3—90c


ST4—70c


H4—45c


ST2—45c

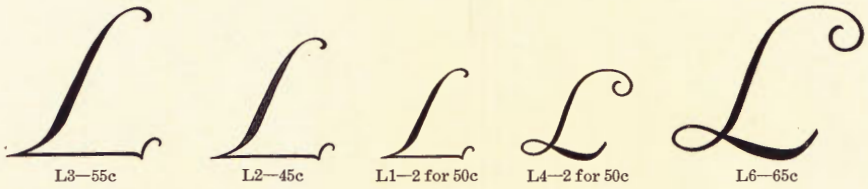

ST3—50c



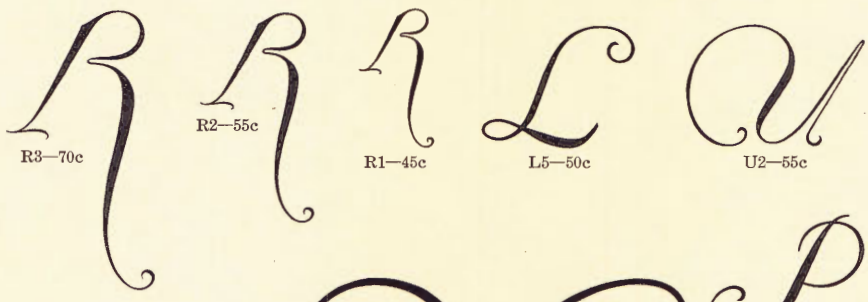
LT4—2 for 50c

Vanity Initials are cast full on the body and are not mortised

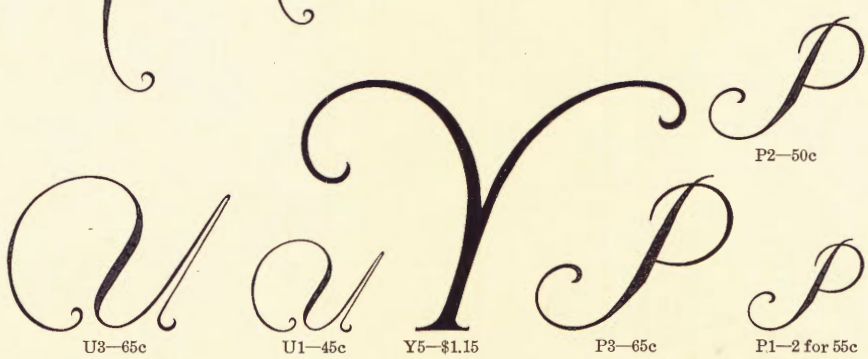
VANITY INITIALS



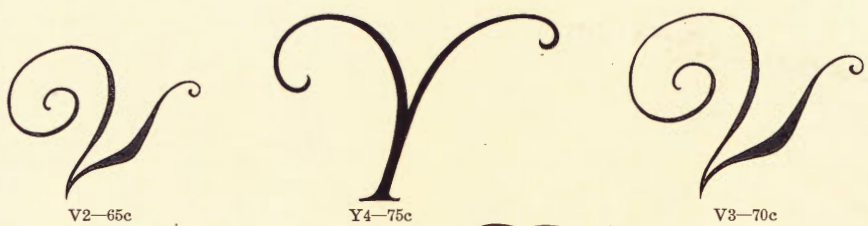
L3—55c L2—45c L1—2 for 50c L4—2 for 50c L6—65c



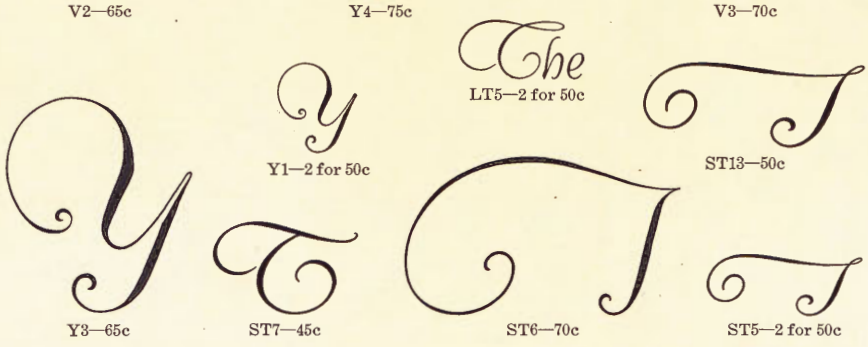
R3—70c R2—55c R1—45c L5—50c U2—55c



P2—50c U3—65c U1—45c Y5—$1.15 P3—65c P1—2 for 55c



V2—65c Y4—75c V3—70c



LT5—2 for 50c Y1—2 for 50c ST13—50c Y3—65c ST7—45c ST6—70c ST5—2 for 50c

Vanity Initials are cast full on the body and are not mortised

VANITY INITIALS



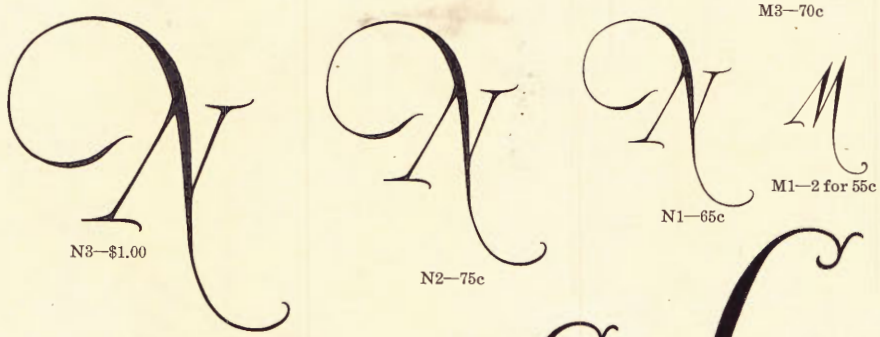
M5—90c M6—$1.25 M4—70c



I 3—65c I 2—55c H1—55c J1—50c J2—55c J3—60c



K1—2 for 55c K2—50c K3—55c M2—55c M3—70c



N3—$1.00 N2—75c N1—65c M1—2 for 55c



S3—65c S1—2 for 55c S2—50c S5—70c S6—$1.00 S4—55c

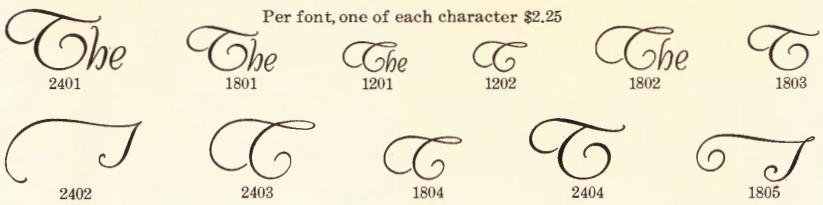
Vanity Initials are cast full on the body and are not mortised

VANITY INITIALS

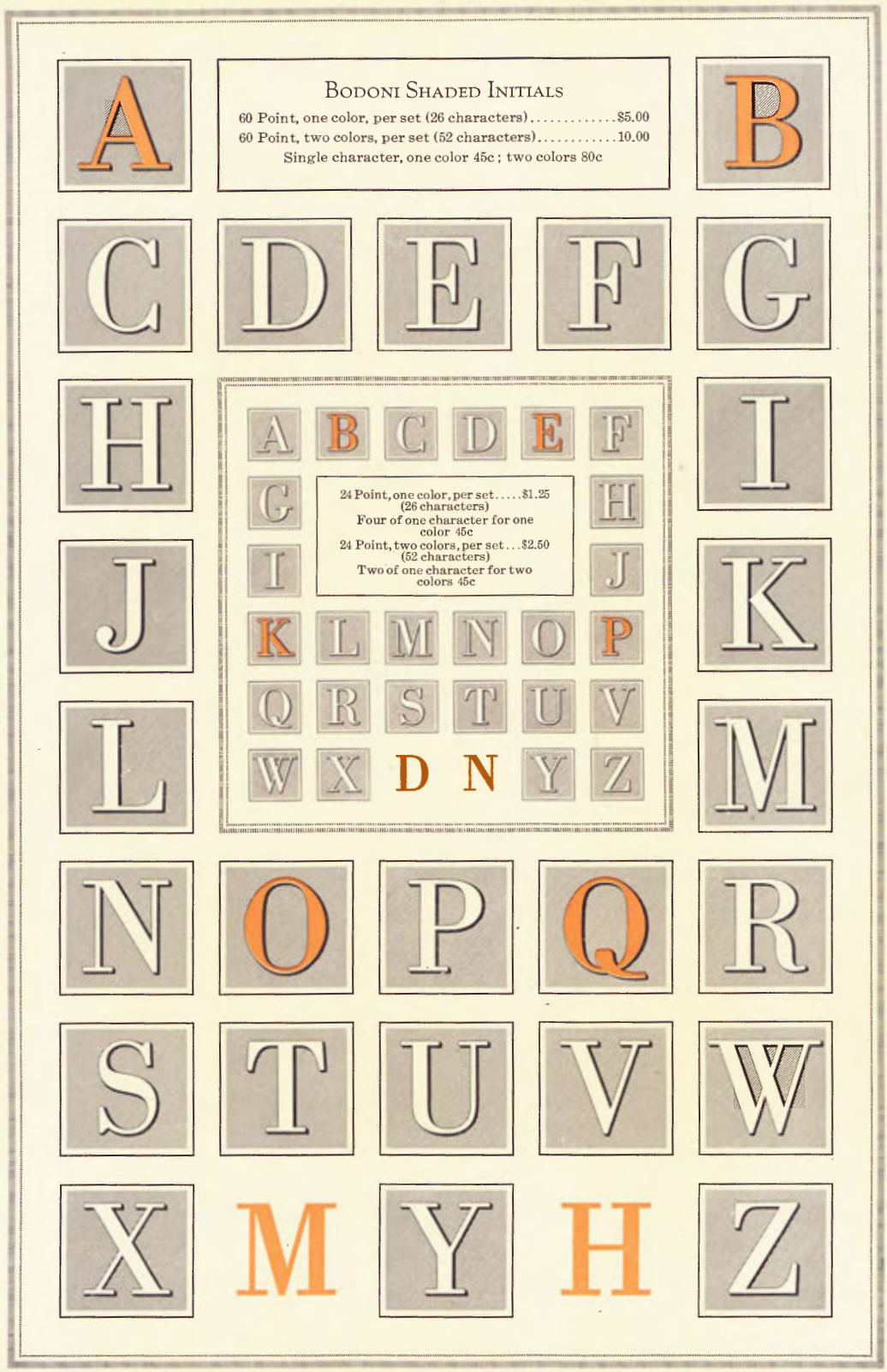


MINIATURE VANITY INITIALS

Per font, one of each character $2.25



Vanity Initials are cast full on the body and are not mortised


BODONI SHADED INITIALS
60 Point, one color, per set (26 characters).....$5.00
60 Point, two colors, per set (52 characters).....10.00
Single character, one color 45c; two colors 80c
24 Point, one color, per set.....$1.25
(26 characters)
Four of one character for one color 45c
24 Point, two colors, per set...$2.50
(52 characters)
Two of one character for two colors 45c
D N
M H



BODONI SHADED INITIALS

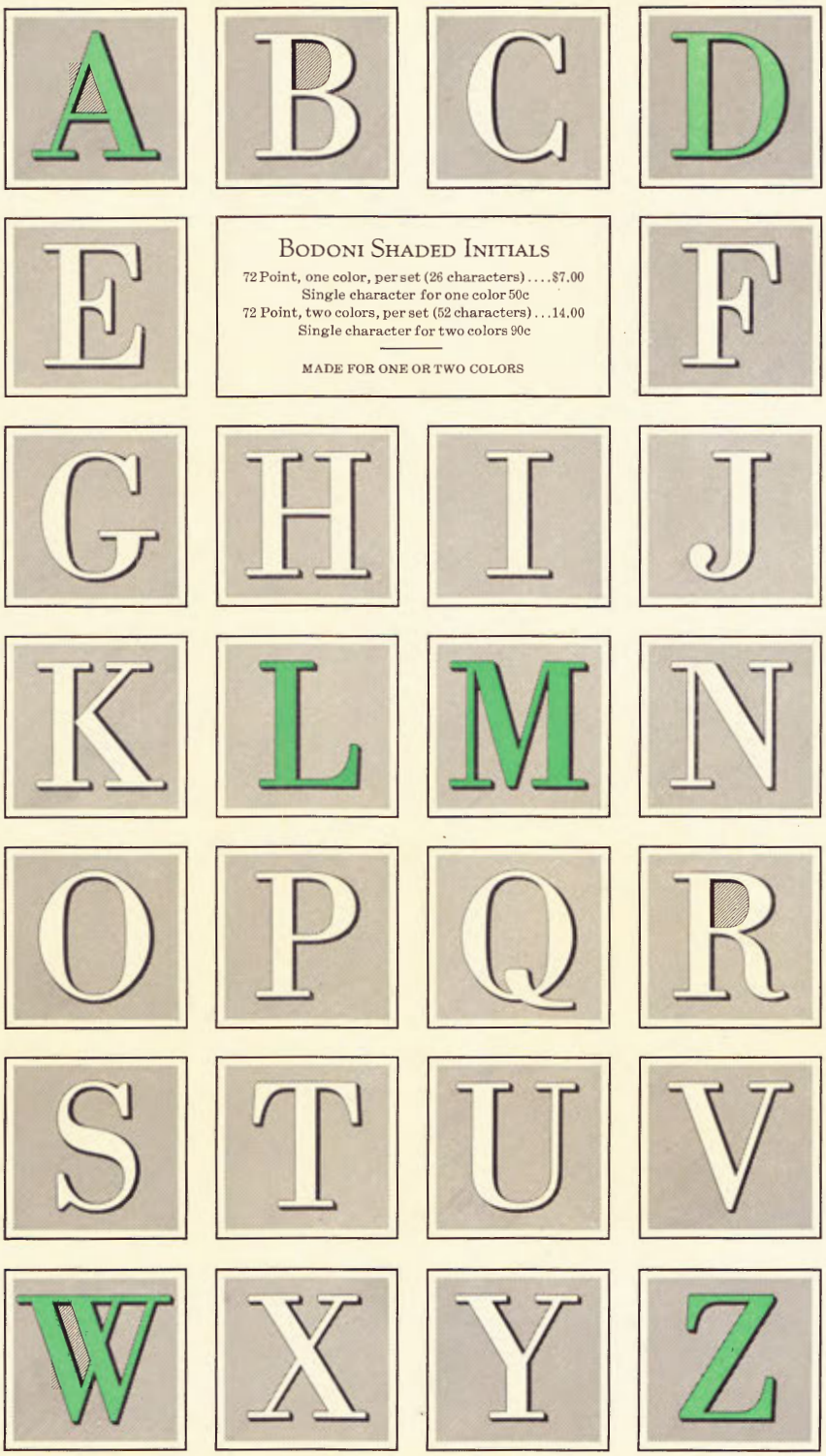
48 Point, one color, per set (26 characters) $3.50
48 Point, two colors, per set (52 characters) 7.00
Single character, one color 35c; two colors 65c

MADE FOR ONE OR TWO COLORS

36 Point, one color, per set (26 characters) $2.25 — 36 Point, two colors, per set (52 characters) $4.50
Two of one character, one color 40c; single character, two colors 40c



MADE FOR ONE OR TWO COLORS


A
B
C
D
E
BODONI SHADED INITIALS
72 Point, one color, per set (26 characters) $7.00
Single character for one color 50c
72 Point, two colors, per set (52 characters) . . . 14.00
Single character for two colors 90c
MADE FOR ONE OR TWO COLORS
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z

CASLON INITIALS

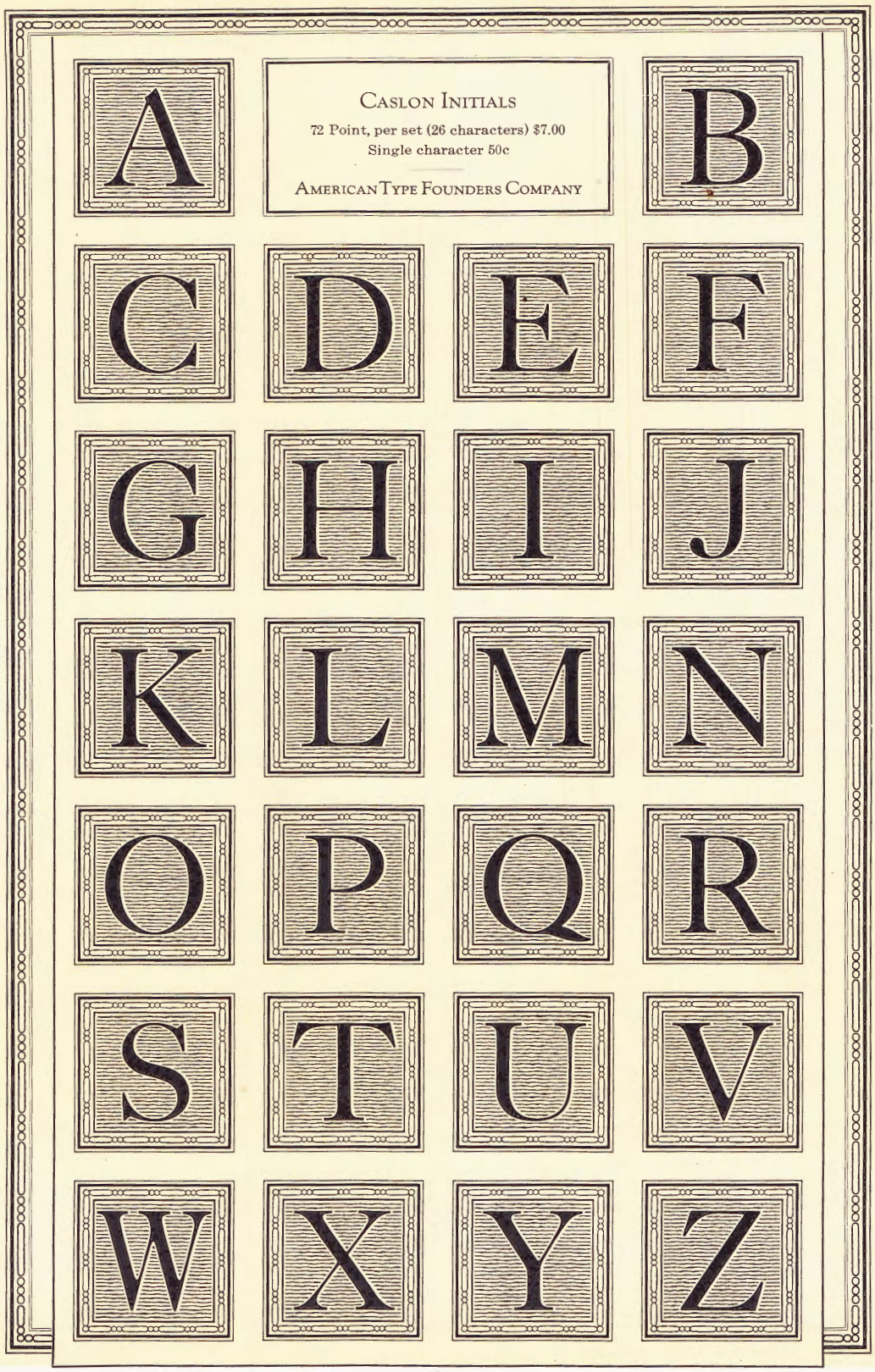
48 Point, per set (26 characters) $3.50

Single character 35c



60 Point, per set (26 characters) $5.00

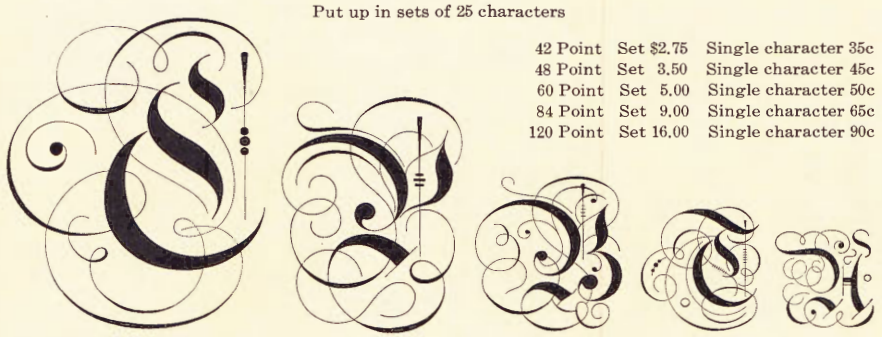
Single character 45c


A
CASLON INITIALS
72 Point, per set (26 characters) $7.00
Single character 50c
AMERICAN TYPE FOUNDERS COMPANY
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z

DUTCH INITIALS

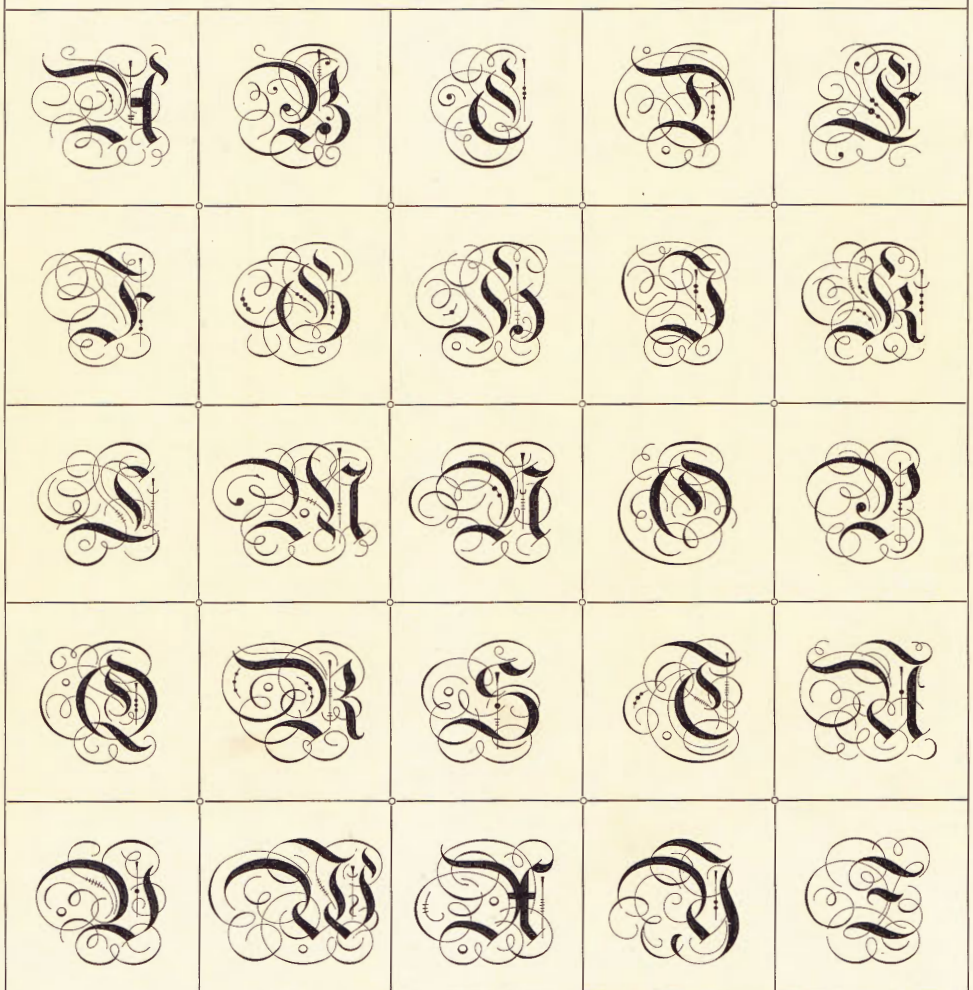
Put up in sets of 25 characters

42 Point	Set $2.75	Single character 35c
48 Point	Set 3.50	Single character 45c
60 Point	Set 5.00	Single character 50c
84 Point	Set 9.00	Single character 65c
120 Point	Set 16.00	Single character 90c



120 Point 84 Point 60 Point 48 Point 42 Point

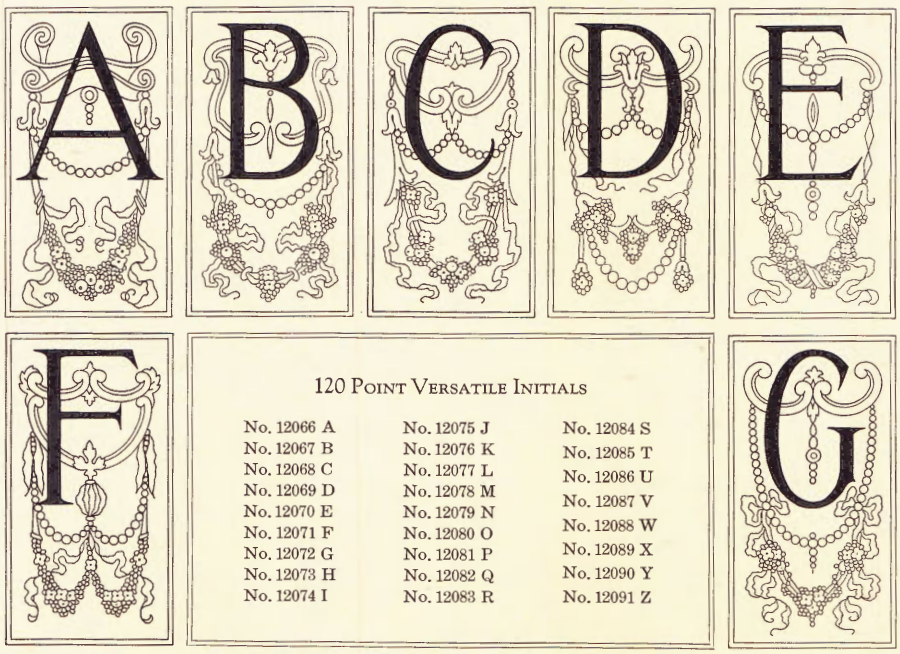
48 Point Dutch Initials



Dutch Initials in 42, 60, 84 and 120 Point sizes are carried in stock only at Foundry

VERSATILE INITIALS

120 Point, per set (26 characters) $8.00 — Single character 60c



120 POINT VERSATILE INITIALS

No. 12066 A	No. 12075 J	No. 12084 S
No. 12067 B	No. 12076 K	No. 12085 T
No. 12068 C	No. 12077 L	No. 12086 U
No. 12069 D	No. 12078 M	No. 12087 V
No. 12070 E	No. 12079 N	No. 12088 W
No. 12071 F	No. 12080 O	No. 12089 X
No. 12072 G	No. 12081 P	No. 12090 Y
No. 12073 H	No. 12082 Q	No. 12091 Z
No. 12074 I	No. 12083 R	

60 Point, per set (26 characters) $4.00 — Single character 35c



60 POINT VERSATILE INITIALS

No. 6066 A	No. 6075 J	No. 6084 S
No. 6067 B	No. 6076 K	No. 6085 T
No. 6068 C	No. 6077 L	No. 6086 U
No. 6069 D	No. 6078 M	No. 6087 V
No. 6070 E	No. 6079 N	No. 6088 W
No. 6071 F	No. 6080 O	No. 6089 X
No. 6072 G	No. 6081 P	No. 6090 Y
No. 6073 H	No. 6082 Q	No. 6091 Z
No. 6074 I	No. 6083 R	

HEARST INITIALS

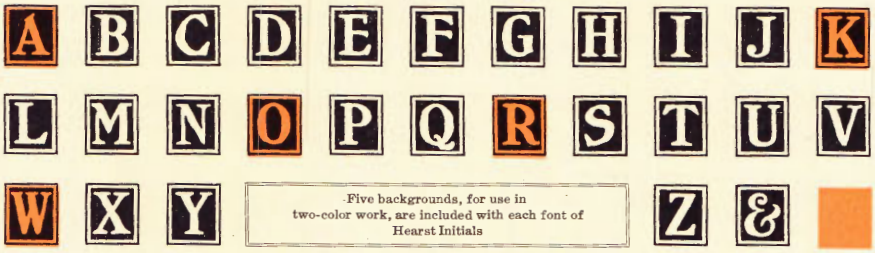
18 Point 3A font $1.45 Four of one character 35c
24 Point 3A font $2.30 Four of one character 35c
30 Point 3A font $2.90 Two of one character 40c

36 Point 3A font $4.20 Two of one character 40c
48 Point 3A font $5.80 Two of one character 45c



24 Point 30 Point 48 Point 36 Point 18 Point

24 Point Hearst Initials



Five backgrounds, for use in two-color work, are included with each font of Hearst Initials

Hearst Initials in 18, 30, 36 and 48 Point sizes are carried in stock only at Foundry

SCHOEFFER OLDSTYLE INITIALS

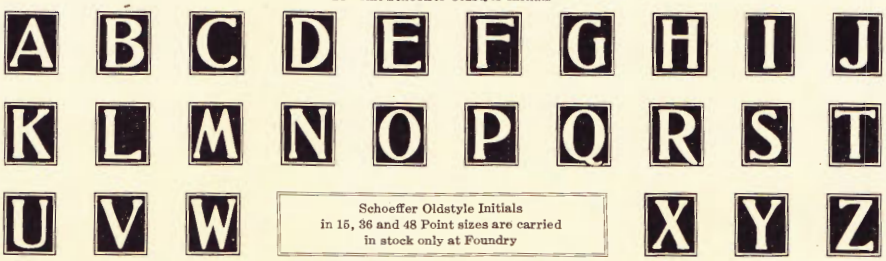
15 Point 3A font $1.45 Eight of one character 35c
24 Point Per set $1.45 Four of one character 35c

36 Point Per set $1.80 Two of one character 40c
48 Point Per set $2.90 Single character.... 35c



15 Point 24 Point 36 Point 48 Point 36 Point 24 Point 15 Point

24 Point Schoeffer Oldstyle Initials

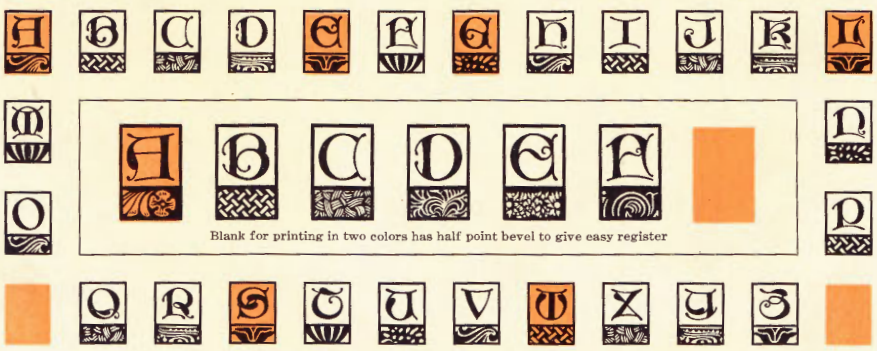


Schoeffer Oldstyle Initials in 15, 36 and 48 Point sizes are carried in stock only at Foundry

DEPARTMENT STORE INITIALS

24 Point 6A font $2.90

36 Point 5A font $3.85



Department Store Initials in 36 Point size are carried in stock only at Foundry

24 Point 5A font $2.95

12, 18, 36, 48, 60 and 72 Point sizes carried in stock only at Foundry



CAXTON INITIALS

12 Point 8A font $1.75
18 Point 6A font $2.40
36 Point Per set $2.25

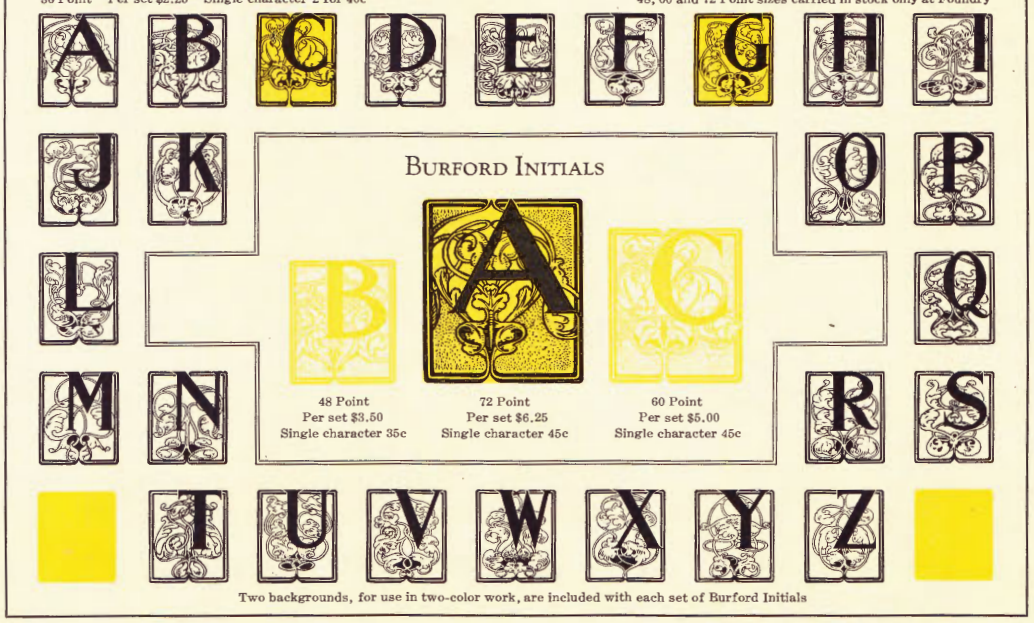
48 Point Per set $3.50
60 Point Per set $4.75
72 Point Per set $7.00

12 Point · 18 Point · 24 Point · 48 Point · 72 Point · 60 Point · 36 Point

Ornament included with each font

36 Point Per set $2.25 Single character 2 for 40c

48, 60 and 72 Point sizes carried in stock only at Foundry



BURFORD INITIALS

48 Point
Per set $3.50
Single character 35c

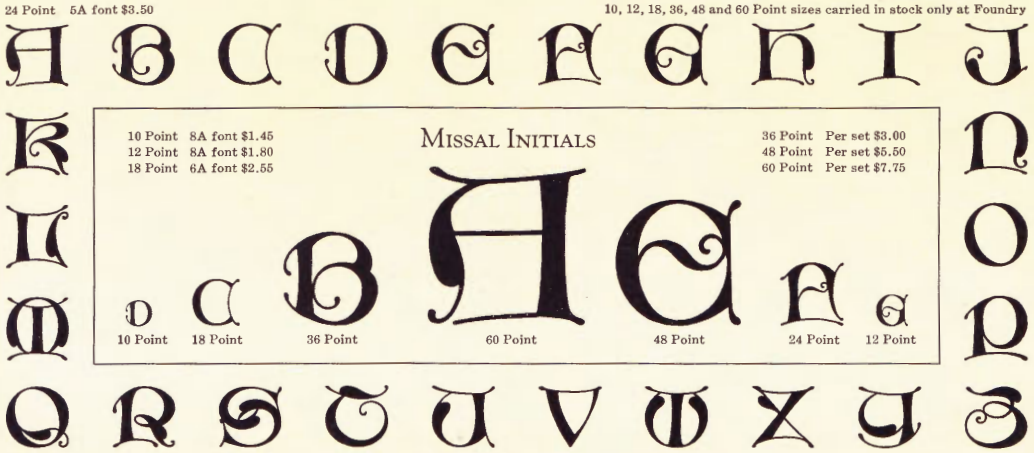
72 Point
Per set $6.25
Single character 45c

60 Point
Per set $5.00
Single character 45c

Two backgrounds, for use in two-color work, are included with each set of Burford Initials

24 Point 5A font $3.50

10, 12, 18, 36, 48 and 60 Point sizes carried in stock only at Foundry



MISSAL INITIALS

10 Point 8A font $1.45
12 Point 8A font $1.80
18 Point 6A font $2.55

36 Point Per set $3.00
48 Point Per set $5.50
60 Point Per set $7.75

10 Point · 18 Point · 36 Point · 60 Point · 48 Point · 24 Point · 12 Point

CLOISTER INITIALS

144 Point — Single character $1.00







144 POINT CLOISTER INITIALS
are made in 26 characters, A to Z inclusive, but are not put up in sets. Blanks for color work are also sold singly

48 Point, per set $4.85 — Single character 35c



Set includes one of each character and ten blanks

CLOISTER INITIALS

120 Point — Single character 85c









120 Point Cloister Initials are not put up in sets

60 Point, per set $6.00 — Single character 45c



Set includes one of each character and nine blanks

CLOISTER INITIALS

84 Point, per set $10.00

Single character 55c



Cloister Initials are made in 26 characters
Sets include a liberal supply of blanks for color work

CLOISTER INITIALS

96 Point (Not put up in sets)





Cloister Initials are made in twenty-six characters

Single character 65c





72 Point, per set (including blanks) $7.85

Single character 50c









† CLOISTER INITIALS ARE ACCURATELY CAST IN TYPE MOLDS

TORY INITIALS

72 Point, per set (24 characters) $8.00

Single character 65c


7201


7202


7203


7204


7205


7206


7207


7208


7209


7210


7211


7212


7213


7214


7215


7216


7217


7218


7219


7220


7221


7222


7223


7224

VERSATILE INITIALS

72 Point, one color, per set (24 characters) $6.00 — 72 Point, two colors, per set (48 characters) $12.00

Single character, one color 50c; two colors 90c



7240 A	7246 G	7252 M	7259 T
7241 B	7247 H	7253 N	7260 U
7242 C	7248 I	7254 O	7261 V
7243 D	7249 J	7255 P	7262 W
7244 E	7250 K	7257 R	7263 X
7245 F	7251 L	7258 S	7264 Y



















48 Point, one color, per set (24 characters) $3.50 — 48 Point, two colors, per set (48 characters) $7.00

Single character, one color 35c; two colors 65c



4840



4841



4842



4843



4844



4845



4846



4847



4848



4849



4850



4851



4852



4853



4854



4855



4557



4858



4859



4860



4861



4862



4863



4864

VERSATILE INITIALS



12007—85c

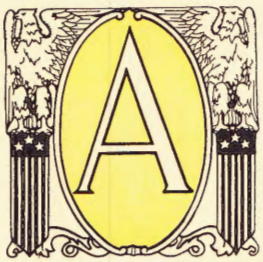
Cast in type molds point set and cut extra deep



7204—50c



12005—85c



9602—65c Two colors $1.20



9604—65c Two colors $1.20



9601—65c Two colors $1.20



7205—50c Two colors 90c



7203—50c



7202—50c Two colors 90c



7208—50c



12008—85c Two colors $1.55



12009—60c



12010—85c

AMERICAN TYPE FOUNDERS COMPANY

CINCINNATI INITIALS

No. 1160 64 Point Ornamental



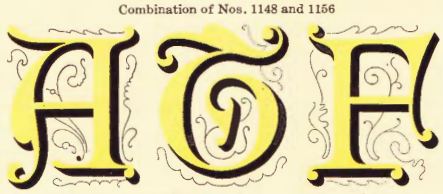
Per set $4.25 Single character 45c

No. 1156 64 Point Plain



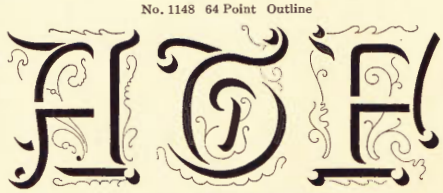
Per set $4.25 Single character 45c

No. 52 64 Point Two Color
Combination of Nos. 1148 and 1156



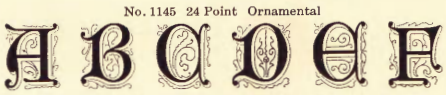
Per set, two colors $7.25 Single character, two colors 80c

No. 1148 64 Point Outline



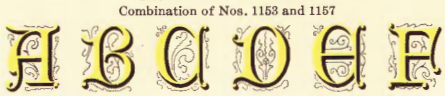
Per set $4.25 Single character 45c

No. 1145 24 Point Ornamental



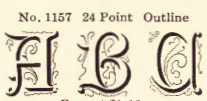
Per set $1.10 Single character 4 for 35c

No. 49 24 Point Two Color
Combination of Nos. 1153 and 1157



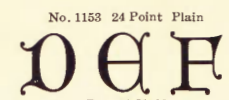
Per set, two colors $2.05 Single character, two colors 2 for 35c

No. 1157 24 Point Outline



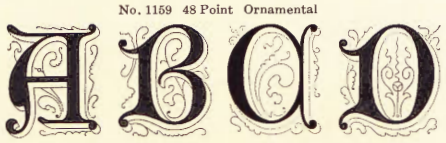
Per set $1.10
Single character 4 for 35c

No. 1153 24 Point Plain



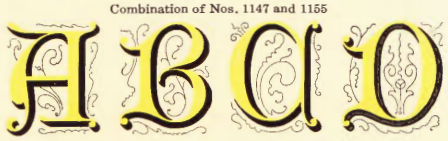
Per set $1.10
Single character 4 for 35c

No. 1159 48 Point Ornamental



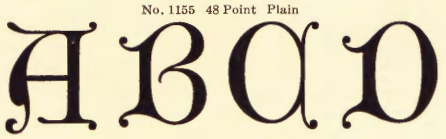
Per set $2.25 Single character 2 for 45c

No. 51 48 Point Two Color
Combination of Nos. 1147 and 1155



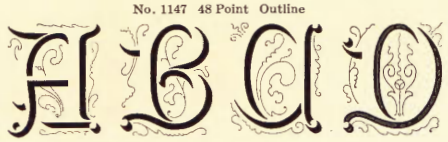
Per set, two colors $3.80 Single character, two colors 45c

No. 1155 48 Point Plain



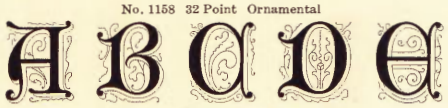
Per set $2.25 Single character 2 for 45c

No. 1147 48 Point Outline



Per set $2.25 Single character 2 for 45c

No. 1158 32 Point Ornamental



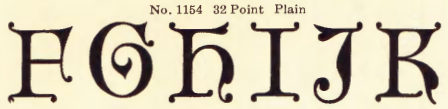
Per set $1.80 Single character 2 for 40c

No. 50 32 Point Two Color
Combination of Nos. 1146 and 1154



Per set, two colors $3.50 Single character, two colors 40c

No. 1154 32 Point Plain



Per set $1.80 Single character 2 for 40c

No. 1146 32 Point Outline



Per set $1.80 Single character 2 for 40c

SECTIONAL INITIAL FORMERS

Group H, one of each character — Per font $3.00


7201—60c

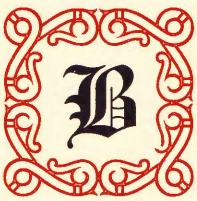

7202—60c


7203—60c


7204—60c


7205—60c


7206—60c


7207—60c


7208—60c

Group I, one of each character — Per font $2.75


4809—45c


4810—45c


4811—45c


4812—45c


4813—45c


4814—45c


4815—45c


4816—45c


4817—45c


4818—45c


4819—45c

WOOD-CUT MORTISED INITIAL SQUARES

Each design is made in three sizes: 72 point, 96 point and 120 point
Nos. 7223, 7224, 7225 and 7226 are cast on 72 point body; Nos. 9623, 9624, 9625 and 9626 are cast on 96 point body; Nos. 12023, 12024, 12025 and 12026 are cast on 120 point body


7223—60c
9623—75c
12023—95c


7224—60c
9624—75c
12024—95c


7225—60c
9625—75c
12025—95c


7226—60c
9626—75c
12026—95c

AMERICAN MORTISED ORNAMENTS



6001—65c



4801—55c



3601—35c



7201—75c

BODONI MORTISED ORNAMENTS



12002—95c

The Finishing Touch that adds Neatness and Life to the Printed Page



12003—95c



7203—60c



12001—95c



7201—60c



7202—60c

AMERICAN TYPE FOUNDERS COMPANY



8403—65c



9601—75c



9603—75c

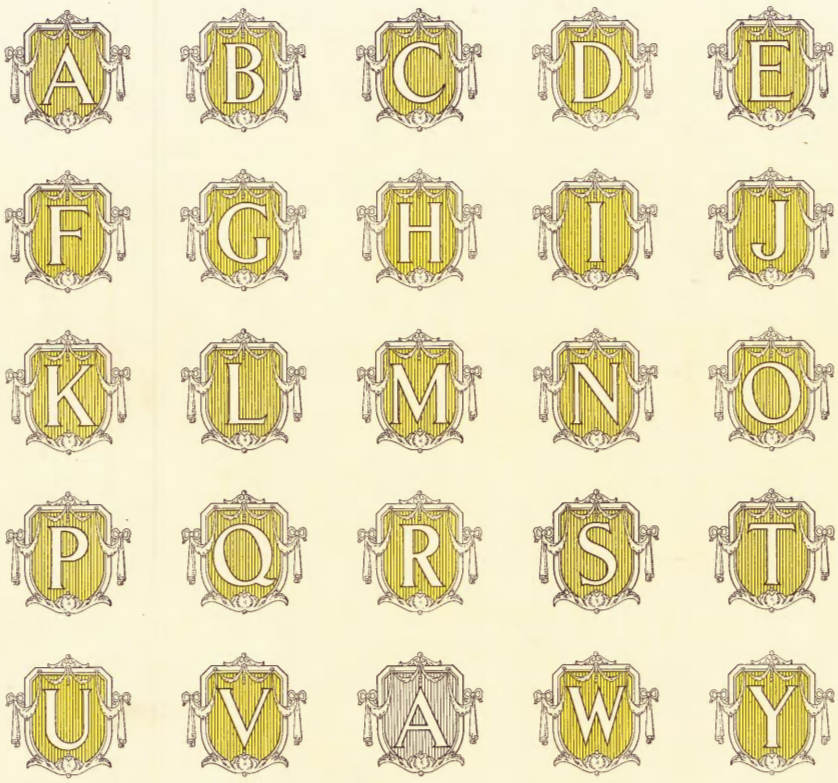


9602—75c

STATIONERS INITIALS

48 Point, one color, per set (24 characters) $4.50
Single character, one color 45c

48 Point, two colors, per set (48 characters) $9.00
Single character, two colors 80c



36 Point, one color, per set (24 characters) $2.50
Single character, one color 30c

36 Point, two colors, per set (48 characters) $5.00
Single character, two colors 55c



A GOOD INVESTMENT

Up-to-Date Initial Letters for the Job Room

A WELL SELECTED variety of Initial Letters invariably proves to be an excellent investment and yet how comparatively few are the printing offices in which a good assortment is available. Decorative initials have been in use since the invention of printing, and they have constantly increased in popularity. The best examples of printing of to-day are frequently illuminated with an appropriate initial and printed in one or more colors.

AMERICAN
TYPE FOUNDERS COMPANY

An Attractive Initial Often Means an Effective Job

H. D. STEVENS

PRINTER · ENGRAVER

HIGHLAND ROAD

BOSTO

the intention of
iliarize the buy
graving with th
his products ar
behind them.
ost and to give
ear in all his work and dealings. If
ur work requires quality printing,
last and always, it will pay to look
the merits of the Stevens Service

HAND-SET COMPOSITION
ENSURES SUPERIOR SPACING
ON ALL OUR WORK

Advertising

A SEMI-MONTHLY PUBLICATION ISSUED IN THE INTEREST OF RETAIL DEALERS
SUBSCRIPTION $5.00 A YEAR ADVERTISING RATES ON REQUEST
Sample Copy Given for the Asking

ARCHIBALD WILLIAMSON, *Editor*

NEW YORK CITY
Business Office and Editorial Department, 123 Washington Street
Represented in Chicago, St. Louis and Portland

FRATERNAL AND SOCIETY EMBLEMS

Cast in Type Molds


A1—45c


A2—35c

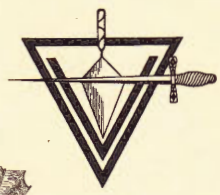

A3—2 for 45c


A4—35c


A5—50c


A7—35c


A10—40c


A11—50c


A16—3 for 45c


A8—2 for 40c


A9—4 for 35c


A14—40c


A15—35c


A12—3 for 40c


A13—2 for 45c


A23—45c


A17
4 for 35c


A18—2 for 40c


A19—50c


A20
4 for 35c


A21—2 for 40c


A22—50c


A24—35c


A25—35c


A26—2 for 40c


A27
3 for 40c


A28—2 for 45c


A30—35c


A34—40c


A33—35c


A32—2 for 45c


A29—45c


A31—35c


A35—2 for 45c


A36—3 for 45c


A37—40c


A38—40c

FRATERNAL AND SOCIETY EMBLEMS

Cast in Type Molds



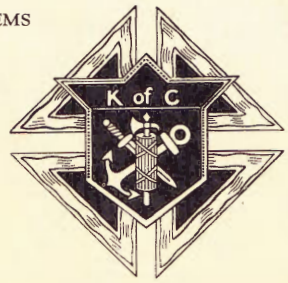
A39—60c



A40—45c



A42—40c



A43—75c



A41—2 for 45c



A51—35c



A54—35c



A57—35c



A44—35c



A52—2 for 45c



A55—35c



A56—35c



A49—2 for 45c



A46—35c



A64
3 for 40c



A60
4 for 35c



A63
2 for 40c



A62
4 for 35c



A59
2 for 40c



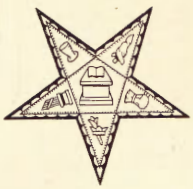
A53
3 for 40c



A47
2 for 40c



A65—45c



A58—50c



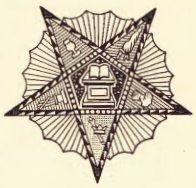
A48—50c



A45—50c



A66—50c



A61—50c



A67—45c



A50—45c



A69—35c



A70—35c



A71—35c



A72—35c

FRATERNAL AND SOCIETY CUTS

Cast in Type Molds



A73—45c



A74—35c



A75—45c



A76—35c



A77—40c



A78—35c



A79—40c



A80—45c



A81
2 for 40c



A82—35c



A83—50c
A84 (two colors) 90c



A85—45c
A86 (two colors) 80c



A87—2 for 40c
A88 (two colors) 40c



A89—65c
A90 (two colors) $1.10



A95
4 for 35c



A94
4 for 35c



A93
2 for 40c



A92
2 for 40c



A91
2 for 45c



A96—35c



A97
2 for 40c



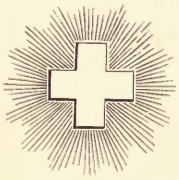
A98—45c



A99—40c



A100—35c



A101—50c

ELZEVIR FLORETS

GROUP D

Per font (four of each character) $2.20



35



32



33



43



41



44



42



31



30



29



34

LITHOTONE ORNAMENTS



3
2 for 45c



15
2 for 45c



16
2 for 45c



4
2 for 45c

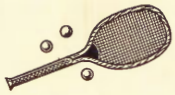
8—35c

26—35c

MISCELLANEOUS CAST CUTS


A102—40c


A103—35c


A104—40c


A105—35c


A106—35c


A107—2 for 40c


A108—35c


A109—2 for 45c


A110—40c


A111—40c


A112—2 for 40c


A113—40c


A114—2 for 45c


A115—40c


A119—40c


A116—4 for 35c


A117—3 for 45c


A118—3 for 45c


A120—2 for 40c


A121—2 for 40c


A122—35c


A123—2 for 45c


A124—2 for 45c


A125—35c


A126—35c


A127—40c


A128—40c


A129—45c


A130—35c


A131—2 for 45c


A132—2 for 45c


A133—2 for 40c


A134—2 for 40c


A135—2 for 45c


A136—2 for 45c


A137—35c


A138—35c


A139—2 for 45c


A140—2 for 40c


A141—35c

A142—35c

A143—2 for 45c

A144—2 for 45c

A145—3 for 40c

A147
8 for 35c

A146
3 for 40c

A148—3 for 45c

A149—3 for 45c

A150—3 for 40c

A151—3 for 45c

A152—2 for 40c

A153
2 for 45c

MISCELLANEOUS CAST CUTS


A154—50c


A155—40c


A156—40c


A157—40c


A158—45c


A159—2 for 45c


A160—35c


A161—2 for 45c


A164—6 for 35c


A162
2 for 40c


A163—2 for 45c


A165—2 for 40c


A166—35c


A167—2 for 40c


A168—2 for 45c


A169—2 for 40c


A170—2 for 40c


A171—35c


A172—35c


A173—2 for 40c


A174
3 for 40c

ANGULAR QUADS

Angular Quads range in sizes from 12 points to 72 points. Each font contains twenty-eight pieces, conveniently assorted to meet all ordinary requirements, but when additions are needed sorts can be added at the prices listed.


12, 18, 24, 36, 48, 60 AND 72 POINT ANGULAR QUADS

PRICES PER SET OF FOUR

12 Point..$0.35	24 Point..$0.35	60 Point..$0.50
18 Point.. .35	36 Point.. .40	72 Point.. .60
	48 Point.. .45	

PRICE OF ANGULAR QUADS

Complete font, four of each size.....$2.20

BEVELED QUADS

Each font contains an assortment of bodies with sufficient pieces to make up any ordinary size rule form.

Font, 45 degrees $3.50 Font, 60 degrees $2.75
Font, 54 degrees 3.15 Font, 72 degrees 5.00
Font, 78 degrees $5.00

BEVELED FOOT SLUGS

BRASS AND METAL

	Single Column	Double Column
Brass Foot Slugs, 12 Point.....	$0.10	$0.20
Brass Foot Slugs, 18 Point.....	.15	.30
Brass Foot Slugs, 24 Point.....	.20	.40
Metal Foot Slugs, 12 Point.....	.03	.06
Metal Foot Slugs, 18 Point.....	.05	.09
Metal Foot Slugs, 24 Point.....	.06	.12

CORNER QUADS—BRASS AND METAL

Better junctions of mitered corners can be had by using Corner Quads, as their use prevents rules from slipping. Made in both brass and metal.

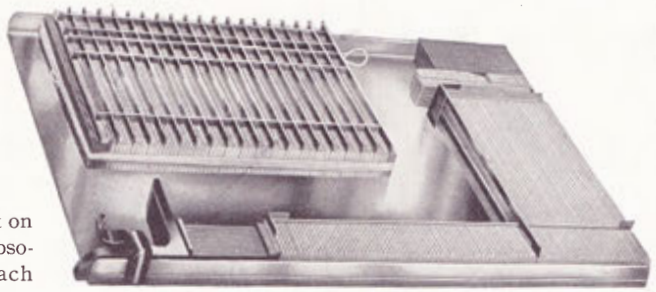
For prices see page 858

TYPOTABULAR SQUARES AND ACCESSORIES

PATENTED AUGUST 15, 1916

A LABOR-SAVING INVENTION

To the printing office doing either a large amount or a limited amount of blank ruled forms the Typotabular System should be of interest. This invention simplifies, expedites and greatly reduces cost of composition on tabular and blank work, besides giving a much improved appearance to the finished job. The saving is not alone in the cost of composition, but in the time required to "cast off" or calculate widths of columns in tabular, figure or blank work, such as sales slips, vouchers, time slips, cost slips, blank book headings, billheads, statements and many other jobs of printing done in every composing room.



Typotabular Squares are cast on one-em 6 point body. They are absolutely uniform. The top of each Square is shaped as a four-sided pyramid, and when they are assembled V-shaped channels are automatically formed running at right angles, six points apart, *into which rules may be inserted at any multiple of six points without effort and without prying apart Squares.*

The illustration above represents a form, 30x41 ems, composed from an area of Typotabular Squares 36x54 ems, the unused portion being left locked on galley. After form is printed the job is brought back to the galley, the rules taken out and replaced in the case and the area of 36x54 ems is again intact, ready for the next job which will fall within that measure. Any size area of Squares can be used, another popular size being 9x12 inches, which is composed on a 12x18 galley. *The prime advantage in using Typotabular Squares is that blank forms are set without any composition other than selecting and inserting the rules, the blank spaces setting themselves automatically.*

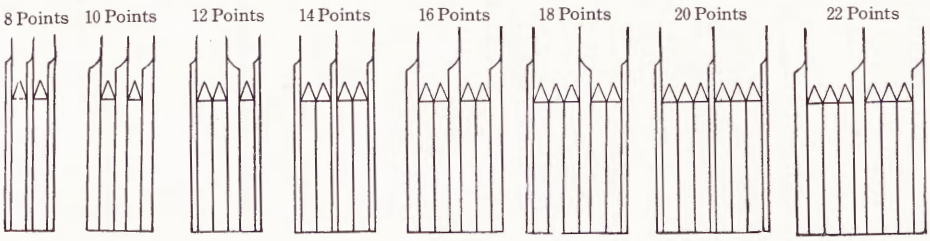
PRICES OF FONTS AND ACCESSORIES

Typotabular Squares, font contains 27 square inches (about six pounds)	Per font $5.40
Typotabular Squares, 8 fonts or over	Per font 5.00
Typotabular Foot Slugs, containing assortment of special 12 point slugs in lengths from one to ten ems by halves	2.00
Typotabular Galley End Lock and Dividers for 1 font (27x36 ems)	1.50
Typotabular Galley End Lock and Dividers for 2 fonts (36x54 ems)	1.75
Typotabular Galley End Lock and Dividers for 3 fonts (36x81 ems)	2.00
Typotabular Galley End Lock and Dividers for 4 fonts (54x72 ems)	2.25
Typotabular Galley End Lock only	.75

The Typotabular Galley End Lock is made to fit on the Pressed Steel Galleys, but can be adjusted to fit on most styles of All-Brass Galleys

DIAGRAM OF THE TYPOTABULAR METHOD

That the proper system for obtaining the various widths of "feints" or cross rules may be easily understood, we have prepared the diagram below showing the method of using 2 point and 4 point side-bevel brass rule. While side-bevel brass rules are not essential for the satisfactory use of Typotabular Squares, more combinations are possible with their use than with center-face rules.

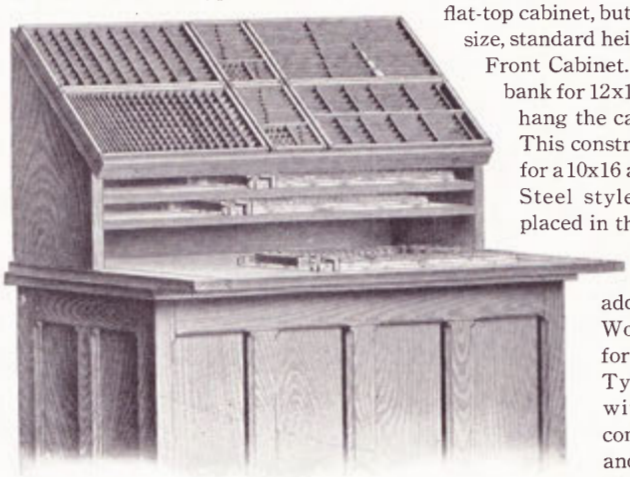


The diagram beginning with 8 point shows graduation by 2 points, viz: 8, 10, 12, 14, 16, 18, 20 and 22 points, by use of 2 and 4 point side-face rules (or instead of 4 point rule use 2 point rule with a 2 point high lead). If intermediate ruling is necessary, 7, 13, 19, 25, 31 points, etc., can be made with 1 point rule, and 9, 12, 15, 18, 21, 24, 27, 30, 33, etc., can be made with 3 point side-face rule.

THE TYPOTABULAR WORKING TOP

A GREAT CONVENIENCE

There is no other cabinet or piece of printers' furniture on the market that is exactly adapted to the needs of the Typotabular Square System. The Typotabular Working Top can be set on any flat-top cabinet, but is specially designed for the full size, standard height No. 2220 Flat-Top Extension Front Cabinet. To allow room in front of the bank for 12x18 galley, the top is made to overhang the cabinet in front about five inches. This construction gives space on each shelf for a 10x16 and a 12x18 galley of the Pressed Steel style. Two 8¾x13 galleys can be placed in the compartment under the bank, which is hinged at the top, or this space can be utilized for additional quarter cases. With this Working Top everything needed for setting blank rule forms by the Typotabular Square System is within easy reach. The galleys, complete with galley locks, dividers and Squares, are instantly available. When the form has been composed, the galley with the unused portion of Squares is returned to the shelf, to be taken out again to receive the Squares when the job has been run off. The rule is quickly removed and placed in the cases.



SHOWING THE TYPOTABULAR WORKING TOP PLACED ON A SINGLE FLAT-TOP CABINET

Typotabular Working Top only. Price.....$40.00
Typotabular Working Top with Cases, as shown above. Price..... 50.25

TABULAR RULE CASES

NOS. 10, 11, 12, 13, 14 AND 15 FIT FOUR IN A BLANK CASE

These cases have been designed to meet the need of ample room for the short lengths of rules. In Nos. 10, 11, 12, 14 and 15, the compartments hold 20 pieces of 2 point rule, a convenient amount to pick up for insertion in a tabular form. They are especially desirable for setting blanks by the Typotabular Square System, as the small compartments enable the compositor to use two or three rows for Typotabular Metal Foot Slugs, two rows for 6 point slugs, four rows for 2 point rule, etc., changing the layout to suit the particular requirements. Eight faces of 6 point Typotabular Gothics are made on en and em bodies especially for tabular blank forms. The capacity of the cases indicated below is based on 2 point rule.

NO. 10 TABULAR RULE CASE
Size, 7⅜ x 15⅛ in. Weight, 19 ozs. Holds 600 pieces each 1 to 3 ems by ½ ems and 400 pieces each 3½, 4, 4½ and 5 ems. Price.....$2.50

NO. 11 TABULAR RULE CASE
Size, 7⅜ x 15⅛ in. Weight, 18 ozs. Holds 200 pieces each length 5½ to 10 ems by ½ ems. Price.....$2.25

NO. 12 TABULAR RULE CASE
Size, 7⅜ x 15⅛ in. Weight, 18 ozs. Holds 100 pieces each length 11 to 20 ems by ems. Price.....$2.00

NO. 13 TABULAR RULE CASE
Size, 7⅜ x 15⅛ in. Weight, 18 ozs. Holds 30 pieces each length 21 to 36 ems by ems. The 35 and 36 em compartments are long enough for 55 and 56 em pieces. Price.....$2.00

NO. 14 TABULAR RULE CASE
Size, 7⅜ x 15⅛ in. Weight, 17 ozs. Holds 20 pieces each length 37 to 50 ems by ems. It has extra compartments for 36 and 37 ems and one long compartment the length of the case, 87 ems. Price.....$2.00

NO. 15 TABULAR RULE CASE
Size, 7⅜ x 15⅛ in. Weight, 19 ozs. Holds 300 pieces each length 1 to 3 ems by ½ ems; 200 pieces each length 3½, 4, 4½ and 5 ems; 100 pieces each 5½ to 10 ems by ½ ems. Price..$2.50

NO. 16 TABULAR RULE CASE
Size, 3⅞ x 7⅜. Weight, 8 ozs. Holds short pieces of rule cut to points. Compartments for 25, 26, 27, 28, 29, 31, 32, 33, 34 and 35 points. Also compartments for pieces 1 and 2 points longer than 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½ ems, these being the usual sizes of box headings. Price.....$1.00

NO. 17 TABULAR RULE CASE
Size, 7⅜ x 7½ in. Weight, 11 ozs. Holds 400 pieces each length 1 to 3 ems by ½ ems and 200 pieces each 3½ and 4 ems. Price.....$1.00

NO. 3197 MIDGET LEAD CASE
Size, 5x7⅜. Weight, 10 ozs. Three occupy the same space as a quarter case and are designed to hold fonts of 1 point brass, or 2 or 3 point metal American Line Leads, cut from 1 to 20 ems by ½ ems. Price, case only .$0.75

Tabular Rule Cases are illustrated on page 864 of this catalogue

EXAMPLES SET WITH TYPOTABULAR SQUARES

REQUISITION _____ 19__

MR. _____

PLEASE DELIVER THE FOLLOWING FOR USE ON

JOB _____

NO.	ITEMS	RETURNED

_____ FOREMAN

RECEIVED THE ABOVE

_____ TEAMSTER

RENDERED BY _____ VS. _____

BILL NUMBER	PERIOD	DATE REC'D	AMOUNT		VOUCHER NUMBER	SENT TO	DATE	RET'D	SENT TO	DATE

Above examples set with Typotabular Squares and Typotabular Gothic. Pamphlet explaining use of same sent upon request

LABOR-SAVING RAILROAD OR REVERSIBLE FURNITURE

Specially adapted for margins between pages but useful for general blanking out. Accurately finished in 2, 3, 4, 5, 6, 8, 9 and 10 em widths and cut any desired length by points, 12 point ems, or inches, up to 16½ inches or 99 ems.



LABOR-SAVING RAILROAD OR REVERSIBLE FURNITURE

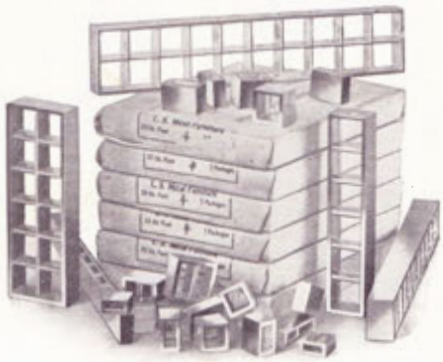
APPROXIMATE WEIGHT PER INCH

2 ems wide....1¼ ounces	6 ems wide...3⅛ ounces
3 ems wide....1¾ ounces	8 ems wide...3⅜ ounces
4 ems wide....2⅛ ounces	9 ems wide...3½ ounces
5 ems wide....2⅝ ounces	10 ems wide...3¾ ounces

A 25 pound font of Railroad Furniture covers 150 square inches and is cut the same widths as Improved; any length to 16½ inches (99 ems).

LABOR-SAVING METAL FURNITURE

This popular design of metal furniture is cast from high grade metal and accurately finished with improved machinery.



LABOR-SAVING METAL FURNITURE

Made in 2, 3, 4, 5, 6, 8 and 10 em widths, and 4, 5, 6, 8, 10, 15, 20, 25, 30, 40 and 50 em lengths. The 25 pound font includes sizes from 2x4 to 10x25 ems. Fonts 50 pounds and larger include sizes from 2x4 to 10x50 ems.

CAPACITY OF FONTS. A 25 pound font of Improved Metal Furniture as regularly assorted covers 210 square inches, or about 8½ square inches to the pound. An assortment of smaller lengths, up to 10x12, will cover about 6½ square inches to the pound.

LABOR-SAVING QUOTATION FURNITURE

The well known pattern with closed bottom which presents a smooth surface for electrotyping and stereotyping is cast from high grade

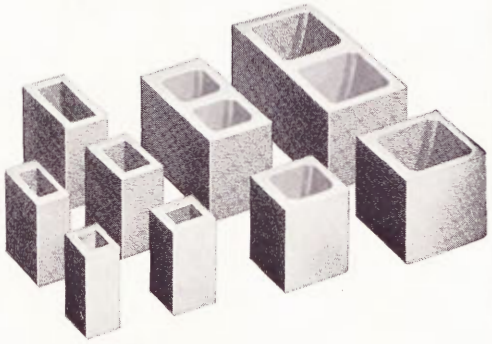


LABOR-SAVING QUOTATION FURNITURE

metal and accurately finished. Regular fonts contain 2, 3 and 4 em widths, and 4, 8, 12, 16 and 20 em lengths. Can also be cast to order in 2, 3 and 4 em widths and practically any length up to 80 ems. The regular 25 pound font of Quotation Furniture covers 166 square inches, and smaller lots in practically the same proportion.

LABOR-SAVING QUOTATION QUADS

Labor-Saving Quotation Quads are cast on regular type-casting machines and are just as accurate as type. Made in the following sizes:



LABOR-SAVING QUOTATION QUADS

Size in Points

10x30	12x72	16x18	18x42	22x54	30x36	42x42
10x60	14x14	16x24	18x48	22x60	30x42	42x72
10x72	14x16	16x30	18x54	22x72	30x48	48x48
12x12	14x18	16x32	18x60	24x24	30x54	48x54
12x14	14x24	16x36	18x72	24x30	30x60	48x60
12x16	14x28	16x42	18x96	24x36	30x72	48x72
12x18	14x30	16x48	20x30	24x42	36x36	48x96
12x24	14x36	16x60	20x36	24x48	36x42	48x120
12x30	14x42	16x72	20x72	24x54	36x48	54x72
12x36	14x48	18x18	22x24	24x60	36x54	60x60
12x42	14x54	18x22	22x30	24x72	36x60	60x72
12x48	14x60	18x24	22x36	24x96	36x66	72x72
12x54	14x72	18x30	22x42	24x120	36x72	
12x60	16x16	18x36	22x48	30x30	36x96	

AMERICAN METAL LEADS AND SLUGS

THE BEST ON THE MARKET

Regular height is ¾ inch. Furnished in 24 inch strips in 1, 1½, 2, 3, 4, 5, 5½, 6, 8, 10, 12, 18, 24, 30, 36 and 48 point. High leads and slugs, ⅞ inch, furnished in 2, 6 and 12 point. Send for price list of leads, slugs and metal furniture.



LABOR-SAVING SLUGS

LABOR-SAVING LEADS AND SLUGS

A 25 pound font of 2 point labor-saving leads is composed of sixty-one pieces each size, 4 to 25 ems inclusive. Other sized fonts in proportion. Special scheme fonts can be made up to any desired scheme. Packages of 5 pounds are made up and carried in stock in all lengths from 4 to 25 ems. Other lengths are cut to order, but can be obtained on short notice. See page 1029 for size of font of metal leads and slugs for Cut-Cost Type Cabinet.

AMERICAN LINE LEADS FOR RAPID JUSTIFICATION

These are special fonts of labor-saving leads, cut from 1 em to 20 ems for use in lining type cast on American Line or the lining system of other foundries. These fonts are cut from 1 point, 2 point and 3 point leads, and put up as follows:

One Point Brass Leads—Font contains 35 pieces each 1, 2, 3 and 4 ems; 6 pieces each 1½ to 9½ ems, half em sizes only; and 6 pieces each 5 to 20 ems graduated by 12 point ems. Font weighs 1 pound.

Price, without case.....$2.00 Price, with Midget Case.....$2.75

Two Point Metal Leads—Font contains 60 pieces each 1, 2, 3 and 4 ems; 10 pieces each 1½ to 9½ ems, half em sizes only; 10 pieces each 5 to 20 ems graduated by 12 point ems. Font weighs 4 pounds.

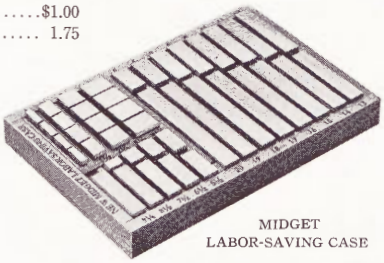
Price, without case.....$1.00 Price, with Midget Case.....$1.75

Three Point Metal Leads—Font contains 40 pieces each 1, 2, 3 and 4 ems; 7 pieces each 1½ to 9½ ems, half em sizes only; 7 pieces each 5 to 20 ems graduated by 12 point ems. Font weighs 4 pounds.

Price, without case.....$1.00
Price, with Midget Case..... 1.75

MIDGET LABOR-SAVING CASE

The Midget Labor-Saving Case has twenty-nine compartments and will hold either four fonts of 1 point brass or one font of 2 point or 3 point metal. Size of case, 4⅝x8½ inches. The Midget Case filled with short lengths of leads is exceedingly handy for the compositor, and will save many unnecessary trips to the main lead and slug case.



MIDGET LABOR-SAVING CASE

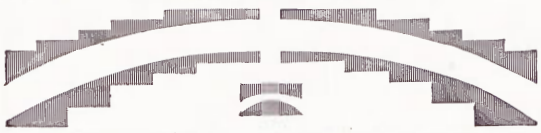
Midget Labor-Saving Case No. 3197. Price.....$0.75

TWO POINT METAL SPACES

Put up in 4 ounce cartons, in sizes 12 point to 72 point

CIRCULAR QUADS

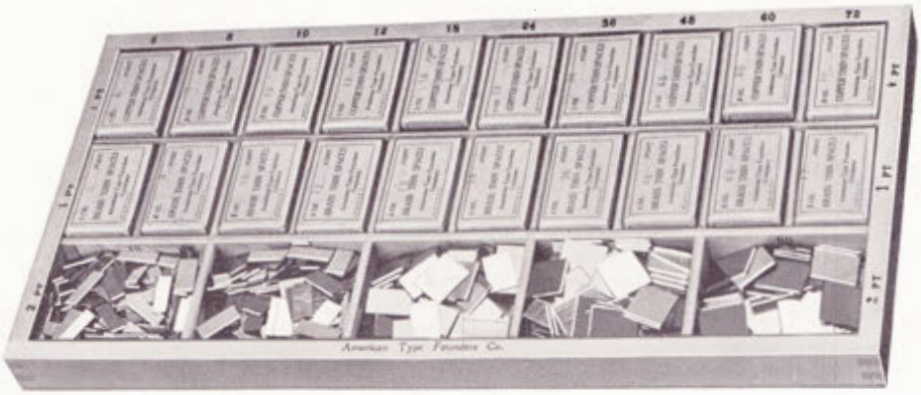
The font is made up of ninety-six pieces, cast in the following lengths: Sixteen pieces of 12 picas, sixteen pieces of 9 picas, sixteen pieces of 7 picas, sixteen pieces of 6 picas, sixteen pieces of 5 picas, and sixteen pieces of 3 picas. The various pieces are quickly adjusted with quads and leads to make the required circles. For label and similar work Circular Quads will quickly pay for themselves.



CIRCULAR QUADS (ILLUSTRATION CONSIDERABLY REDUCED)

Accompanying illustration shows some of the pieces in the font of Circular Quads considerably reduced in size.

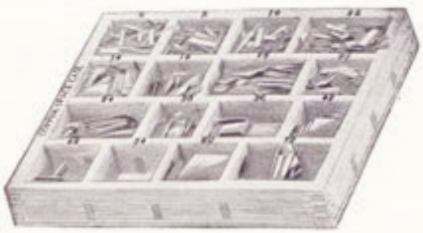
Circular Quads, put up in a neat box. Price per font.....$4.85



BRASS AND COPPER THIN SPACES

MAKE JUSTIFICATION SO EASY THAT NO COMPOSING ROOM SHOULD BE WITHOUT THEM

That these Thin Spaces may be readily distinguished, the Half Point are made of Copper and the One Point are made of Brass.

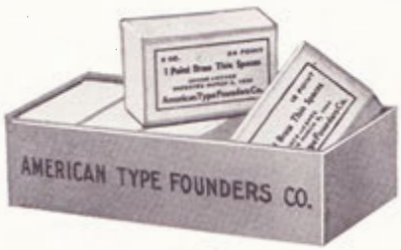


STYLE OF FONTS NOS. 1, 2 AND 3

ASSORTMENT No. 1—One-half Point Copper Thin Spaces. This font includes assortment of 6, 8, 10, 12, 14, 16, 18, 20, 24, 30, 36, 42, 48, 60 and 72 Point sizes, put up in wooden case, 16 ounces.
Price, including case $2.60

ASSORTMENT No. 2—One Point Brass Thin Spaces. This font includes assortment of 6, 8, 10, 12, 14, 16, 18, 20, 24, 30, 36, 42, 48, 60 and 72 Point sizes, put up in wooden case, 16 ounces.
Price, including case $2.60

ASSORTMENT No. 3—Assorted One-half Point Copper and One Point Brass Thin Spaces. This font includes an equal amount of both One-half Point Copper and One Point Brass Thin Spaces cut the following sizes: 6, 8, 10, 12, 14, 16, 18, 20, 24, 30, 36, 42, 48, 60 and 72 Point, put up in wooden case, 16 ounces.
Price, including case $2.60
Single two ounce packages, either brass or copper, any size $0.30



STYLE OF FONTS NOS. 4, 5, 6, 7 AND 8

ASSORTMENT No. 4—One-half Point Copper Thin Spaces. This font includes a two ounce package each 12, 18, 24, 36 and 48 Point, 10 ounces.
Price $1.25

ASSORTMENT No. 5—One Point Brass Thin Spaces. This font includes a two ounce package each 12, 18, 24, 36 and 48 Point, 10 ounces.
Price $1.25

ASSORTMENT No. 6—One-half Point Copper and One Point Brass Thin Spaces. This font includes an assortment of two ounces of each of the following sizes: 12, 18, 24, 36 and 48 Point, 10 ounces.
Price $1.25

ASSORTMENT No. 7—One-half Point Copper Thin Spaces. This font includes a two ounce package each 6, 8, 10, 12 and 18 Point, 10 ounces.
Price $1.25

ASSORTMENT No. 8—One Point Brass Thin Spaces. This font includes a two ounce package each 6, 8, 10, 12 and 18 Point, 10 ounces.
Price $1.25

BRASS OR COPPER THIN SPACES

ONE POUND PACKAGES

	Per lb.		Per lb.
5 Point	$2.40	10 Point	$2.20
5½ Point	2.40	11 Point	2.20
6 Point	2.40	12 Point	2.10
7 Point	2.40	14 and 16 Point	1.90
8 Point	2.40	18 and 20 Point	1.80
9 Point	2.40	24 Point and larger	1.70

AMERICAN THIN SPACES

MAKE JUSTIFICATION EASY

No. 20 American Thin Spaces, five pound font, including quarter case $5.65

No. 20 American Thin Spaces include a five pound assortment of Half Point Copper and One Point Brass Thin Spaces and also of Two Point Metal Spaces, put up in the following proportions:

NO. 20A HALF POINT COPPER THIN SPACES

Include two ounces each cut 6, 12, 18, 24, 36 and 48 Point sizes, and one ounce each cut 8, 10, 60 and 72 Point sizes. Assortment weighs one pound. (Order as No. 20A.) Price, furnished separately $2.00

NO. 20B ONE POINT BRASS THIN SPACES

Include two ounces each cut 6, 12, 18, 24, 36 and 48 Point sizes, and one ounce each cut 8, 10, 60 and 72 Point sizes. Assortment weighs one pound. (Order as No. 20B.) Price, furnished separately $2.00

NO. 20C TWO POINT METAL SPACES

Include ten ounces each 18, 24, 36 and 48 Point sizes. Also eight ounces cut 60 Points. Weight, three pounds. (Order as No. 20C.) Price, furnished separately $0.90

BRASS RULE

And Other Necessary Items for Use in the Modern Composing Room



AMERICAN TYPE FOUNDERS COMPANY

The Best of Everything for the Printer

Brass Rule Department

THERE is nothing in a type form so difficult to underlay and overlay as brass rules; inaccurate brass rules are uneconomical. We have made a large money outlay during the past five years in designing machines for the manufacture of brass rule, and have been furnishing brass rule of the very highest quality and of hitherto unequaled accuracy as to body, height-to-paper and uniformity of weight of face. The machines are described below:

Benton Automatic Brass Rule Facing Machine

This machine, used exclusively by us, takes mill brass made by special machinery to ensure the utmost accuracy in bodies and automatically planes smooth the foot and planes on the top the desired face—hairline, ¼ point, 1 point, etc.—the strips delivered by the machine being exact height-to-paper from one end to the other with perfect uniformity of face, an exactitude never attainable in brass rule made on brass rule benches.

Benton Brass Rule Tools or Cutters

The uniformity of brass rule depends largely upon the tools or cutters making the line or lines. These are made of high grade steel and the face is guaranteed uniform by a method of grinding with diamond dust in a special machine designed by our Mr. L. B. Benton.

Sawing Brass Rule to Lengths

The reason our Labor-Saving and Cut Rule is always accurately cut to pica lengths lies in the construction of the saw, which has a unique method of taking up the wear in the bearings; and also in the accuracy of the steel gauges used by competent workmen of long experience in this process of the work. The rubbing and numbering operations are performed by specially designed automatically fed machines.

Lithotone Brass Rule

Lithotone and Open Square Brass Rules are made on a machine which absolutely guarantees that the fine lines are of standard weight and that the distance between a certain number of lines, center to center, is always exactly one 12 point em. With care in cutting and mitering, perfect results in printing may be obtained. We have special facilities for furnishing mitered pages of these rules.

Brass Rule Shown in Series

Unless otherwise noted, Brass Rules are made in 24 inch strips

Hairline Face in Center

No.	Body	Per Foot
100½	½ Point	$0 10
100⅜	⅜ Point (20 to pica)	10
100⅖	⅖ Point (15 to pica)	10
1001	1 Point	10
1001⅕	1⅕ Point (10 to pica)	12
1001½	1½ Point	13
1002	2 Point	16
1003	3 Point	22
1004	4 Point	27
1005	5 Point	33
1005½	5½ Point	36
1006	6 Point	40
1007	7 Point	46
1008	8 Point	52
1009	9 Point	58
10010	10 Point	64
10011	11 Point	70
10012	12 Point	76

Hairline Face on Side

No.	Body	Per Foot
2002	2 Point	$0 16
2003	3 Point	22
2004	4 Point	27
2006	6 Point	40

¼ Point Face in Center

1022	2 Point	16
1023	3 Point	22
1024	4 Point	27
1026	6 Point	40

¼ Point Face on Side

2022	2 Point	16
2023	3 Point	22
2024	4 Point	27
2026	6 Point	40

½ Point Face in Center

1042	2 Point	16
1043	3 Point	22
1044	4 Point	27
1046	6 Point	40

Brass Rule Shown in Series

Unless otherwise noted, Brass Rules are made in 24 inch strips

½ Point Face on Side

No.	Body	Per Foot
2042	2 Point	$0 16
2043	3 Point	22
2044	4 Point	27
2046	6 Point	40

¾ Point Face in Center

1062	2 Point	16
1063	3 Point	22
1064	4 Point	27
1066	6 Point	40

¾ Point Face on Side

2062	2 Point	16
2063	3 Point	22
2064	4 Point	27
2066	6 Point	40

1 Point Face in Center

1082	2 Point	16
1083	3 Point	22
1084	4 Point	27
1086	6 Point	40

1 Point Face on Side

No.	Body	Per Foot
2082	2 Point	$0 16
2083	3 Point	22
2084	4 Point	27
2086	6 Point	40

1½ Point Face on Side

2102	2 Point	16
2103	3 Point	22
2104	4 Point	27
2106	6 Point	40

2 Point Face on Side

2123	3 Point	22
2124	4 Point	27
2126	6 Point	40

Side Face Rules

2146	(2½)	6 Point	40
2166	(3)	6 Point	40
2186	(4)	6 Point	40

Brass Rule Shown in Series

Unless otherwise noted, Brass Rules are made in 24 inch strips

Fullface Series No. 115

No.	Body	Per Foot
115½	½ Point	$0 10
115⅜	⅜ Point (20 to pica)	10
115¼	¼ Point (15 to Pica)	10
1151	1 Point	10
1151⅛	1⅛ Point (10 to pica)	12
1151½	1½ Point	13
1152	2 Point	16
1153	3 Point	22
1154	4 Point	27
1155	5 Point	33
1155½	5½ Point	36
1156	6 Point	40
1157	7 Point	46
1158	8 Point	52
1159	9 Point	58
11510	10 Point	64
11511	11 Point	70
11512	12 Point	76
11518	18 Point	1 16

Also furnished in 14, 15, 16, 20, 24, 30 and 36 point

Wave Rules

No.	Body	Per Foot
3002	2 Point	$0 20
3152	2 Point	20
3022	2 Point	20
3042	2 Point	20
3043	3 Point	28
3052	2 Point	20
3062	2 Point	20

Dotted and Hyphen Series

1012	2 Point	16
5012	2 Point	16
1032	2 Point	16
5072	2 Point	16
1092	2 Point	16
1052	2 Point	16
1532	2 Point	16
1072	2 Point	16
1112	2 Point	16
1132	2 Point	16

Dotted and Hyphen Rules can be furnished on all bodies 1 to 12 point at plain rule prices

Brass Rule Shown in Series

Unless otherwise noted, Brass Rules are made in 24 inch strips

No.	Body	Per Foot
1412	2 Point	$0 16
1413	3 Point	22
1414	4 Point	27
1415	5 Point	33
1416	6 Point	40
1422	2 Point	16
1423	3 Point	22
1424	4 Point	27
1425	5 Point	33
1426	6 Point	40
1428	8 Point	52
1432	2 Point	16
1433	3 Point	22
1434	4 Point	27
1435	5 Point	33
1436	6 Point	40
1438	8 Point	52
1343	3 Point	22
1344	4 Point	27
1346	6 Point	40

No.	Body	Per Foot
1401	1 Point	$0 10
1401½	1½ Point	13
1402	2 Point	16
1403	3 Point	22
1404	4 Point	27
1406	6 Point	40
1452	2 Point	16
1453	3 Point	22
1454	4 Point	27
1456	6 Point	40
1212	2 Point	16
1213	3 Point	22
1214	4 Point	27
1216	6 Point	40
1223	3 Point	22
1224	4 Point	27
1226	6 Point	40
1232	2 Point	16
1233	3 Point	22
1234	4 Point	27
1236	6 Point	40

Brass Rule Shown in Series

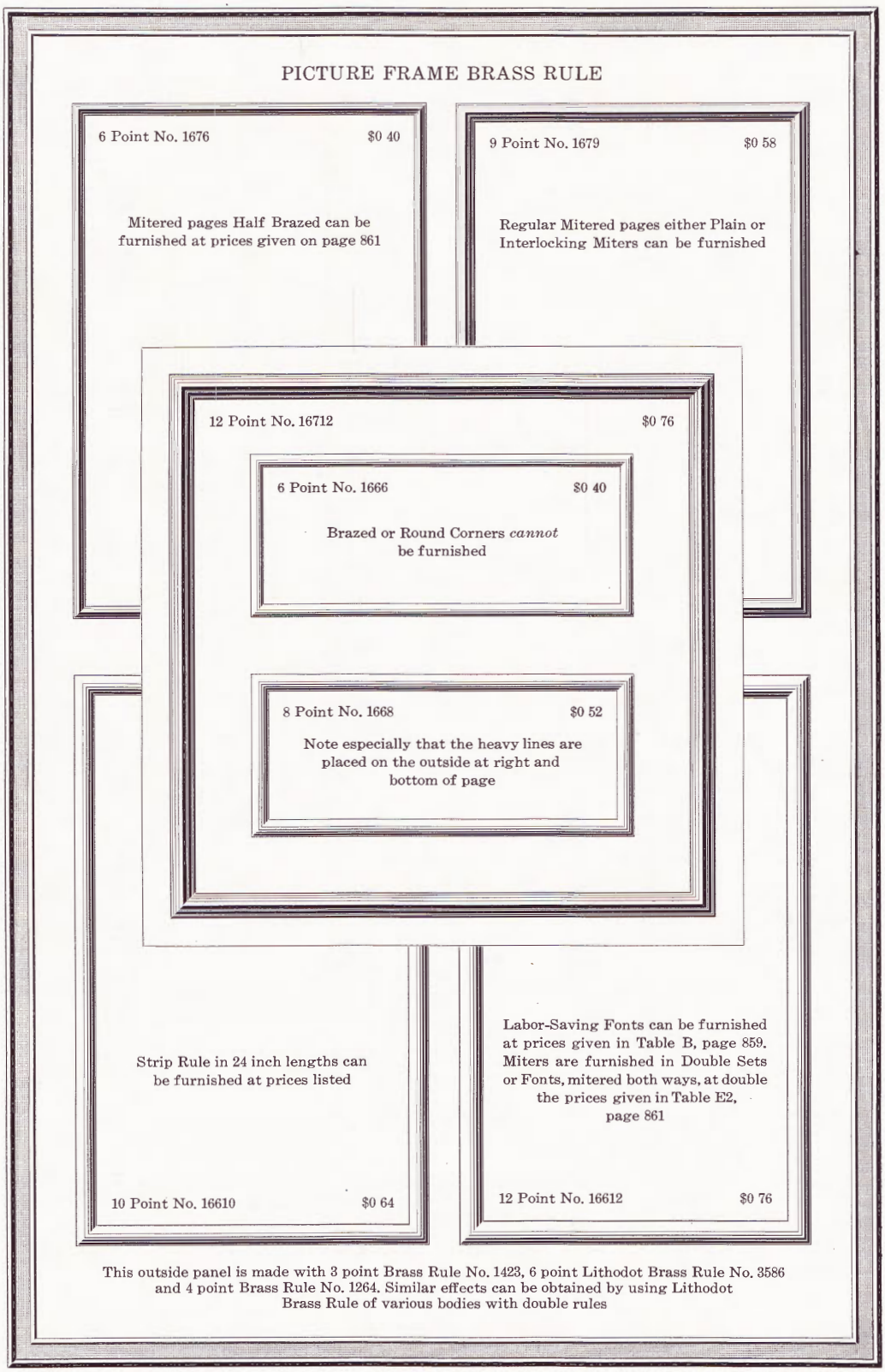
Unless otherwise noted, Brass Rules are made in 24 inch strips

No.	Per Foot
1263	$0 22
1264	27
1266	40
1269	58
12612	76
1274	27
1276	40
1279	58
12712	76
1314	27
1316	40
1319	58
13112	76
13118	1 16
1443	22
1444	27
1446	40
1448	52
14410	64
14412	76

No.	Per Foot
6582	$0 16
6583	22
6584	27
6586	40
6588	52
65810	64
65812	76
1776	50
17712	95
1796	50
17912	95
1356	40
13512	76
1526	40
15212	76
15218	1 16
1636	40
1638	52
16310	64
16312	76

No.	Per Foot
1654	$0 27
1656	40
15012	76
15018	1 16
1516	40
15112	76
15118	1 16
1766	50
17612	95
1786	50
17812	95
17818	1 40
1326	40
1328	52
13210	64
13212	76
1626	40
1628	52
16210	64
16212	76

The final figures indicate the body of the rule



This outside panel is made with 3 point Brass Rule No. 1423, 6 point Lithodot Brass Rule No. 3586 and 4 point Brass Rule No. 1264. Similar effects can be obtained by using Lithodot Brass Rule of various bodies with double rules

BRASS RULE FRAME CORNERS

Made like a corner quad. Set of four consists of the diagonal line only
Designed to be used only with mitered pages using side face or flush rules

2 Pt. No. 722
¼ Point Face

3 Pt. No. 723
¼ Point Face

4 Pt. No. 724
¼ Point Face

6 Pt. No. 726
¼ Point Face

2 Pt. No. 742
½ Point Face



Set of four—2, 3, 4 or 6 point
12 point cored body 60c
Font of four sets $2 00

3 Pt. No. 743
½ Point Face

4 Pt. No. 744
½ Point Face

6 Pt. No. 746
½ Point Face

Set of four—8, 10 or 12 point, 18 point cored body 75c
Font of three sets $2 00

8 Pt. No. 728
¼ Point Face

10 Pt. No. 7210
¼ Point Face

12 Pt. No. 7212
¼ Point Face

2 Point Rule No. 2022 (¼ point face on side)

8 Pt. No. 748
½ Point Face

10 Pt. No. 7410
½ Point Face

12 Pt. No. 7412
½ Point Face

2 Point Rule No. 2042 (½ point face on side)

8 Pt. No. 788
1 Point Face

10 Pt. No. 7810
1 Point Face

12 Pt. No. 7812
1 Point Face

2 Point Rule No. 2082 (1 point face on side)

Other sizes—5 and 5½ point on 12 point cored body; 7, 9 and 11 point on 18 point cored body; and 13, 14, 15, 16, 17 and 18 point on 24 point cored body—can be made to order with ¼, ½, ¾, 1, 1½ or 2 point face

Set of four—8, 10 or 12 point, 24 point cored body $1 00

These Brass Rule Frame Corners are shown in practical use on pages 17, 22, 25 and 29, under the name of Brass Rule Frame Miters

No. 1452 and No. 1453 parallel rules used around this page

BRASS RULE RIGHT-ANGLE CORNERS

Made only for use with Side Face Rule
Set of four consists of the right-angle corner only as shown in cut

6 Point No. 826	8 Point No. 828	10 Point No. 8210	12 Point No. 8212

2 Point Rule No. 2022 (¼ point face on side)

6 Point No. 846	8 Point No. 848	10 Point No. 8410	12 Point No. 8412

2 Point Rule No. 2042 (½ point face on side)

PRICE LIST

Per set of four

6 Point . . $0 40
8 Point . . . 50
10 Point . . . 60
12 Point . . . 75

Font of four sizes, any face $2 00

AMERICAN TYPE FOUNDERS COMPANY



Corners larger than 12 point can be obtained by ordering Brazed Corners of the desired side face rule with both legs of equal length: 14, 16, 18, 20, 24 points long, etc.—it being only necessary to drop in a quad to fill up space. Prices are the same as regular 2x6 em Brazed Corners

6 Point No. 866	8 Point No. 868	10 Point No. 8610	12 Point No. 8612

2 Point Rule No. 2062 (¾ point face on side)

6 Point No. 886	8 Point No. 888	10 Point No. 8810	12 Point No. 8812

2 Point Rule No. 2082 (1 point face on side)

Brass Rule in Labor-Saving Fonts

Regular Fonts DO NOT contain Miters, Round or Brazed Corners, which are sold separately in Sets; for prices of Miters in Fonts and Sets see Tables D and E1, pages 859 and 861. Charges for Mitering pages are given in Table F, page 861
For prices of Labor-Saving Fonts of Rule see Table B, page 859

2 Point No. 1012	2 Point No. 1032	2 Point No. 1052
This Face Matches	This Face Matches	This Face Matches
American Line Leader Face	American Line Leader Face	American Line Leader Face
No. 101	No. 103	No. 105

See page 841 for specimens of Brass Round Corners

Hairline Face	¼ Point Face	½ Point Face
1 Point No. 1001 2 Point No. 1002 Face in center	1 Point No. 1021 2 Point No. 1022 Face in center 2 Point No. 2022 Face on side	2 Point No. 1042 Face in center 2 Point No. 2042 Face on side
2 Point No. 2002 Face on side	6 Point No. 1026 (Column Rule)	6 Point No. 1046 (Column Rule)

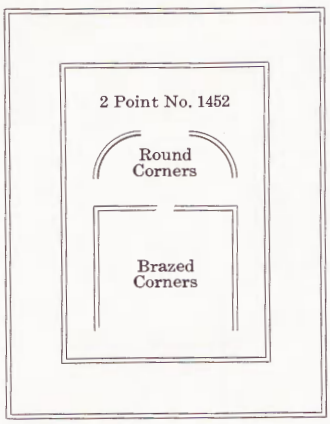
Brazed corners same size as shown on opposite page can be furnished for all sizes shown on this page except 1 and 1½ point

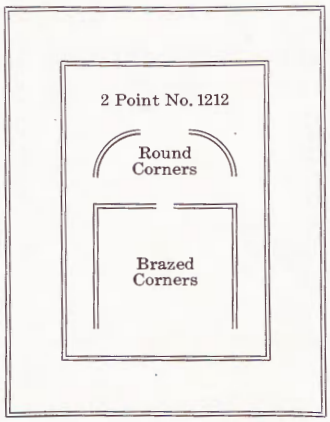
¾ Point Face	1 Point Face	1½ Point Face
2 Point No. 2062 3 Point No. 2063 Face on side	2 Point No. 2082 3 Point No. 2083 6 Point No. 2086 Face on side	2 Point No. 2102 Face on side
2 Point No. 1062 Face in center	1 Point No. 1151 Fullface	1½ Point No. 1151½ Fullface

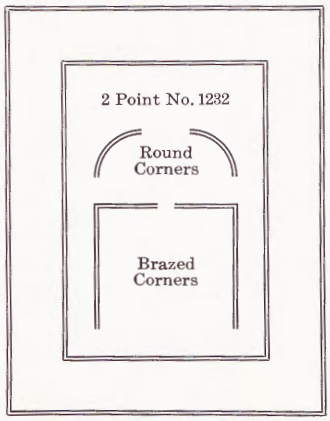
These six faces can be made on any body either center face or face on side

Brass Rule in Labor-Saving Fonts

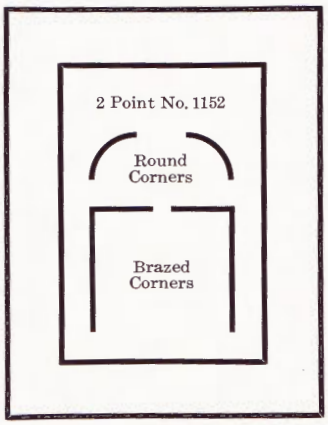
Regular Fonts DO NOT contain Miters, Round or Brazed Corners, which are sold separately in Sets; for prices of Miters in Fonts and Sets see Tables D and E1, pages 859 and 861. Charges for Mitering pages are given in Table F, page 861
For prices of Labor-Saving Fonts of Rule see Table B, page 859

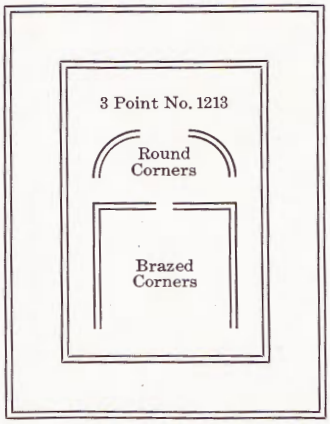


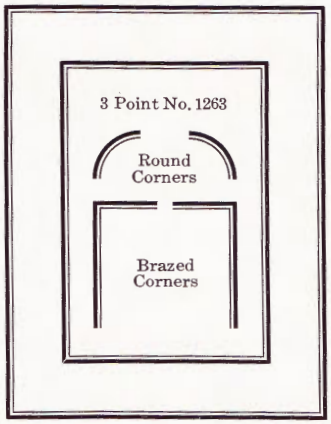




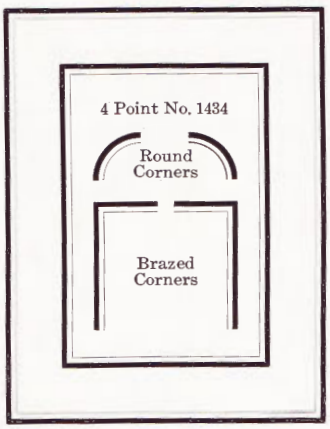
See page 841 for specimens of other Brass Round Corners

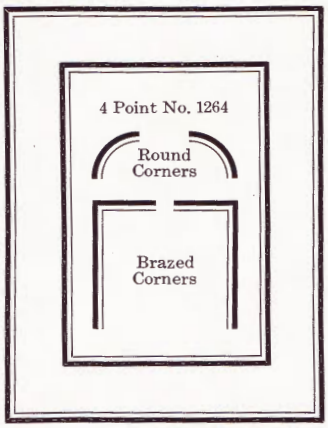


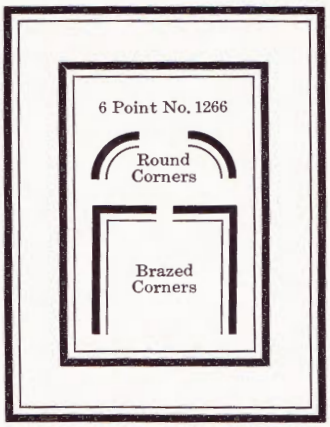




See page 840 for specimens of other Brazed Corners



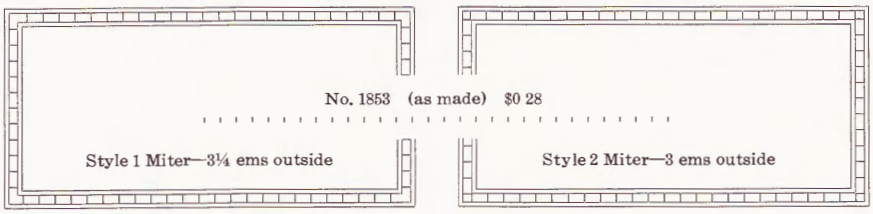


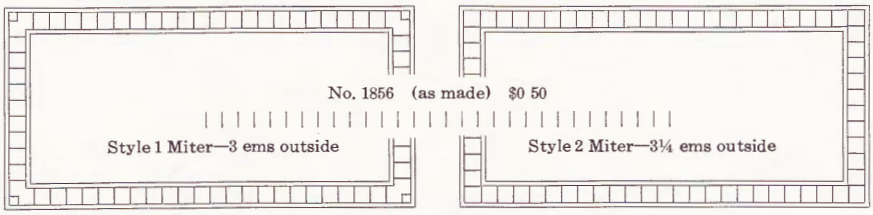


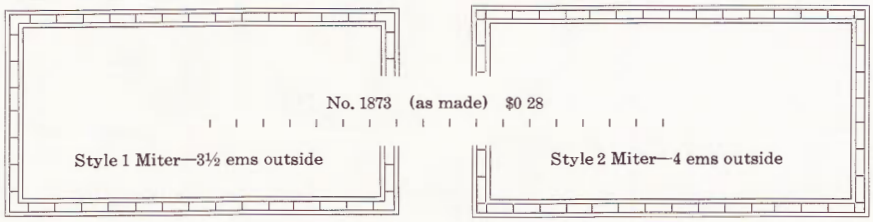
These nine faces are all made flush on body

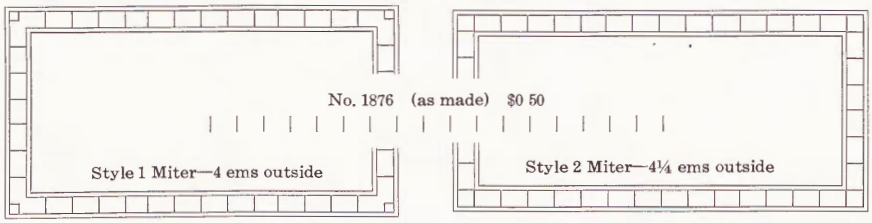
OPEN SQUARE BRASS RULE

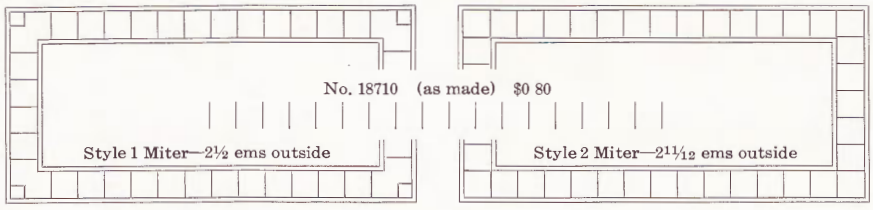
Designed to be used with side face or flush body rules









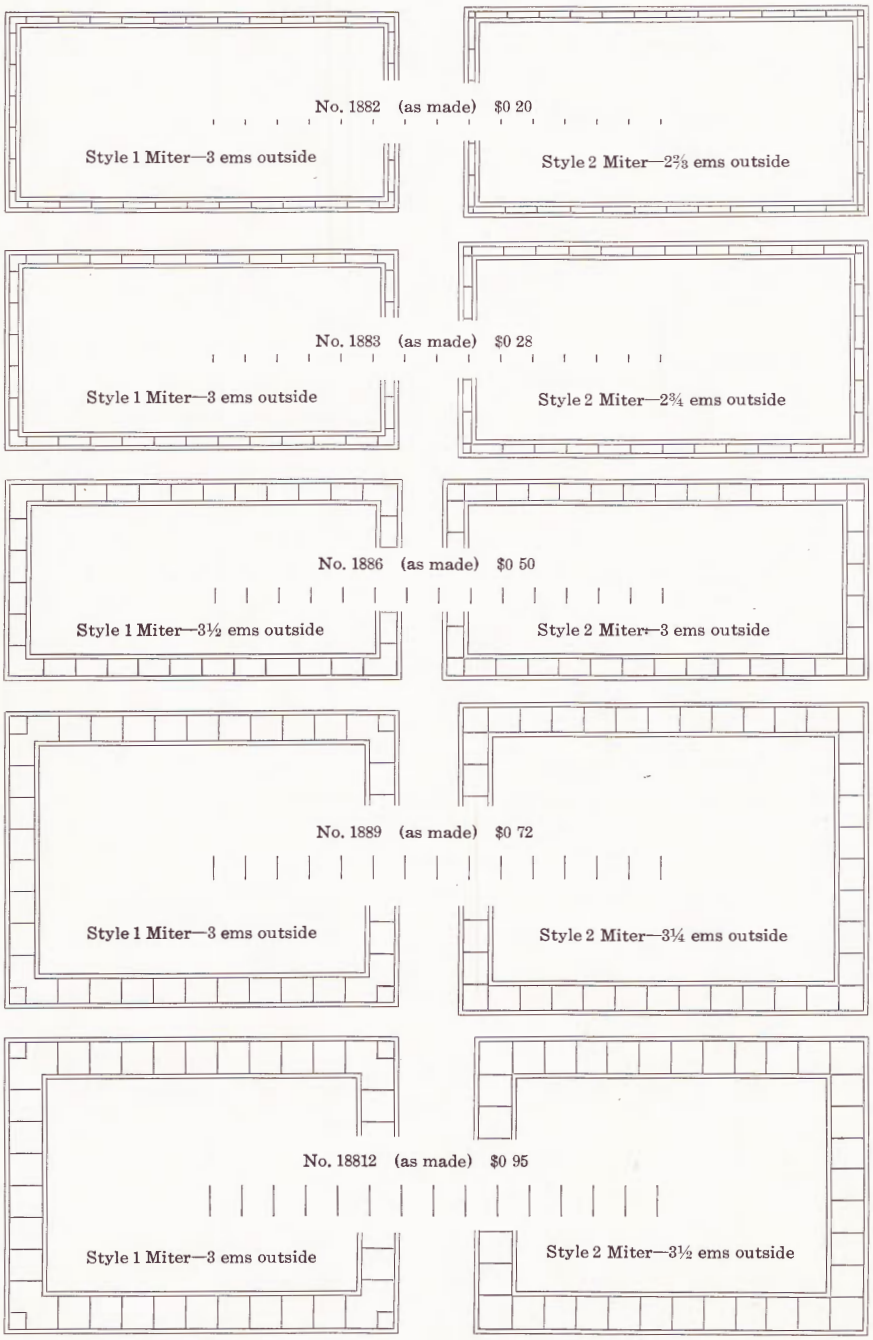


Prices quoted are per foot

Sold in labor-saving fonts at prices given in Table B1, page 859. See Table D1 for prices of miters

OPEN SQUARE BRASS RULE

Designed to be used with side face or flush body rules

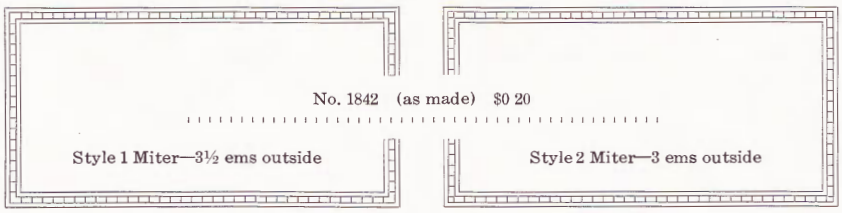


Prices quoted are per foot

Sold in labor-saving fonts at prices given in Table B1, page 859. See Table D1 for prices of miters

OPEN SQUARE BRASS RULE

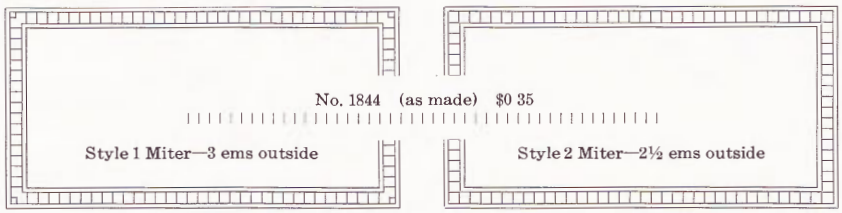
Designed to be used with side face or flush body rules



No. 1842 (as made) $0 20

Style 1 Miter—3½ ems outside

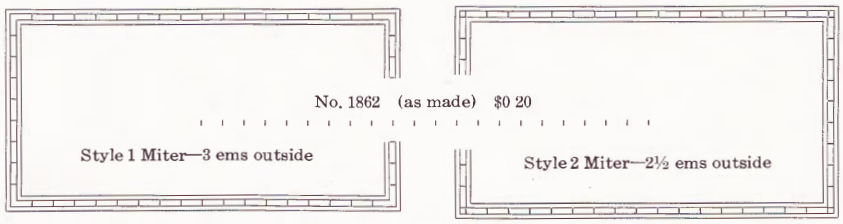
Style 2 Miter—3 ems outside



No. 1844 (as made) $0 35

Style 1 Miter—3 ems outside

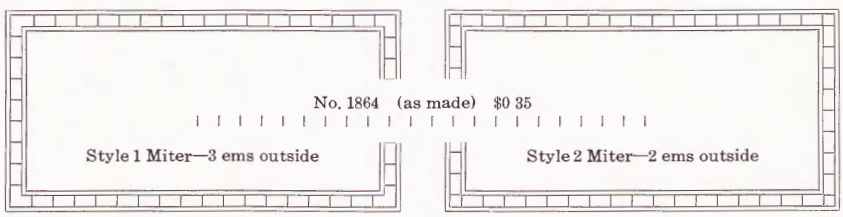
Style 2 Miter—2½ ems outside



No. 1862 (as made) $0 20

Style 1 Miter—3 ems outside

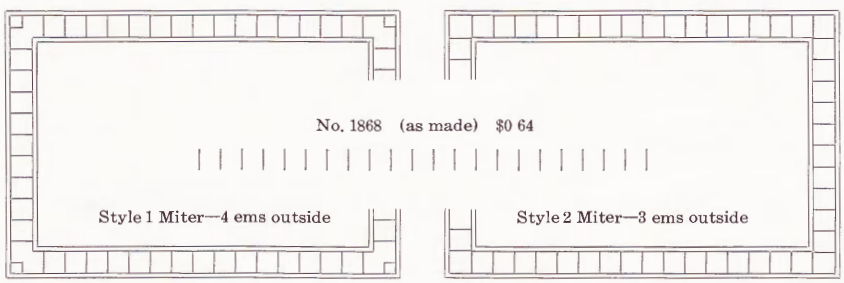
Style 2 Miter—2½ ems outside



No. 1864 (as made) $0 35

Style 1 Miter—3 ems outside

Style 2 Miter—2 ems outside



No. 1868 (as made) $0 64

Style 1 Miter—4 ems outside

Style 2 Miter—3 ems outside

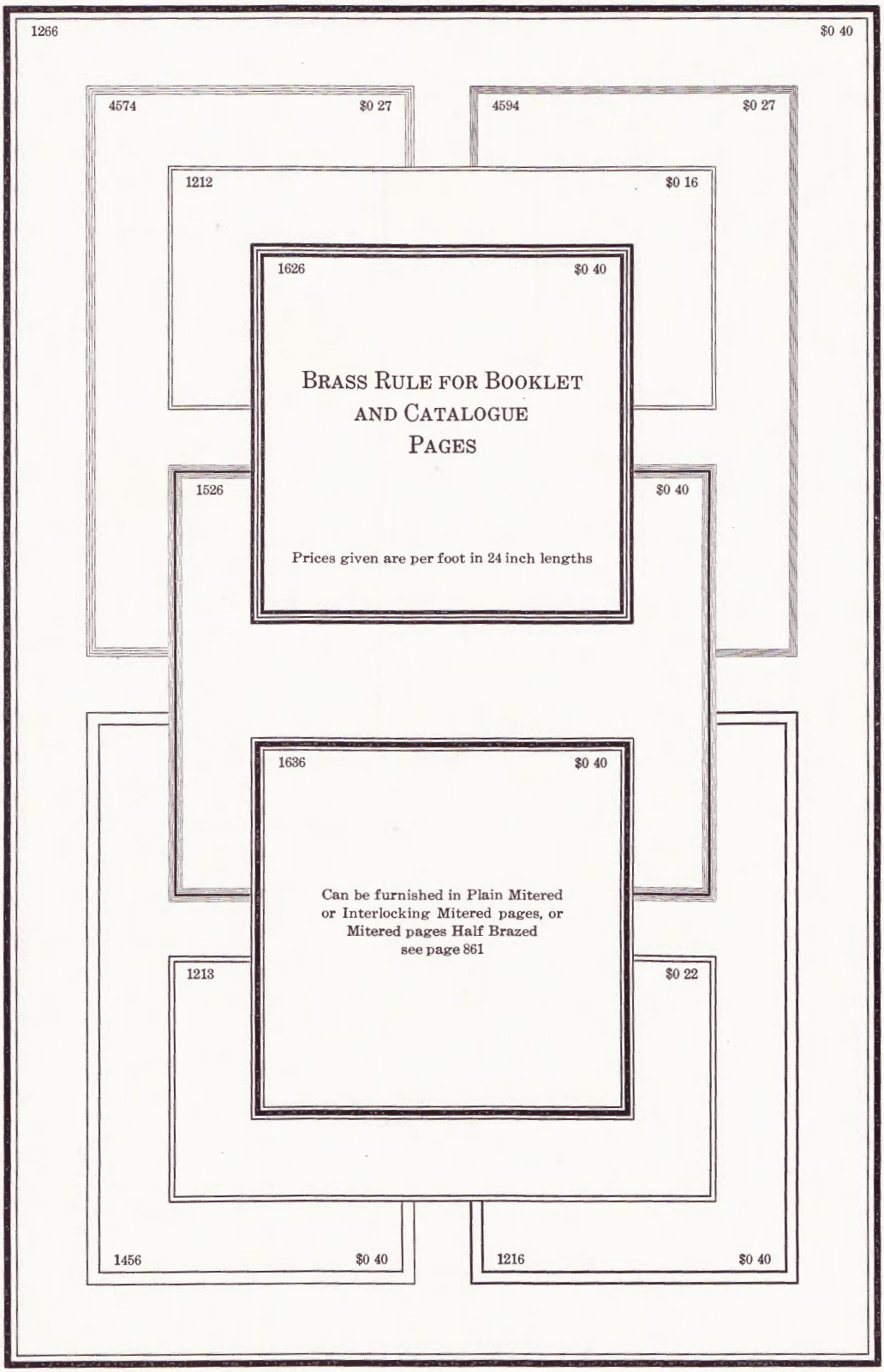
Prices quoted are per foot

Sold in labor-saving fonts at prices given in Table B1, page 859. See Table D1 for prices of miters

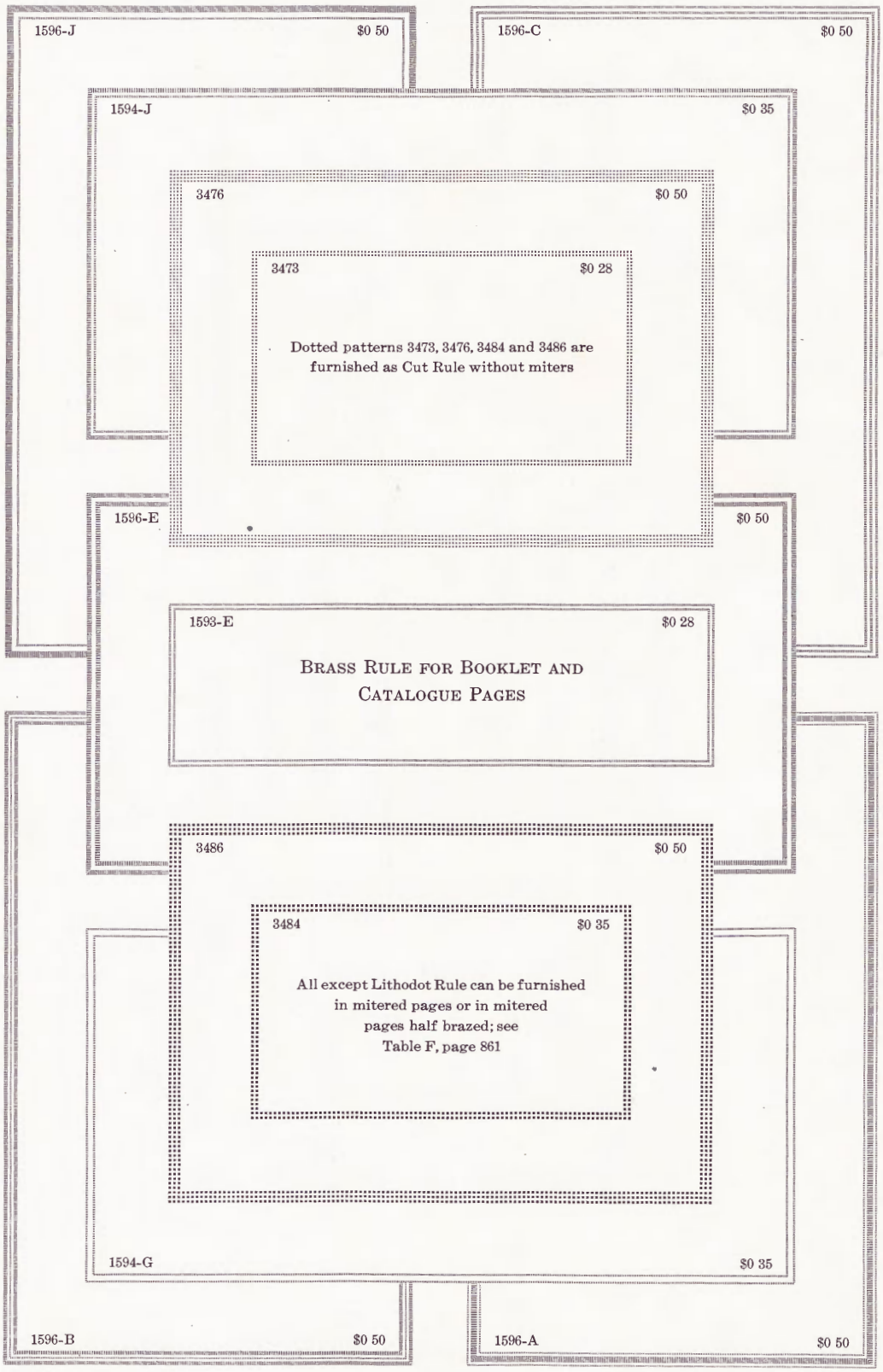
Brass Rule for Booklet Work



Brass Rule for Booklet Work



Brass Rule for Booklet Work



LITHOLINE
TRADE MARK

Series No.	Made in Bodies as Shown
259	1½, 3, 6, 9 and 12 point
258	2 to 12 point, by points
257	2⅜, 6 and 12 point
256	3, 6, 9 and 12 point
255	4, 6, 8, 10 and 12 point
249	4, 6, 8, 10 and 12 point
254	2⅜, 6 and 12 point
247	3, 6, 9 and 12 point
248	4, 6, 8, 10 and 12 point
260	6, 9 and 12 point

The first body listed contains two lines

LITHOTONE
TRADE MARK

Series No.	Made in All Bodies 1 to 36 Point
159	
158	
157	
156	
155	
149	
154	
147	
148	
160	

LITHODOT
TRADE MARK

Series No.	Made in Bodies as Shown
359	1½, 3, 6, 9 and 12 point
358	2 to 12 point, by points
357	2⅜, 6 and 12 point
356	3, 6, 9 and 12 point
355	4, 6, 8, 10 and 12 point
349	4, 6, 8, 10 and 12 point
354	2⅜, 6 and 12 point
347	3, 6, 9 and 12 point
348	4, 6, 8, 10 and 12 point
360	6, 9 and 12 point

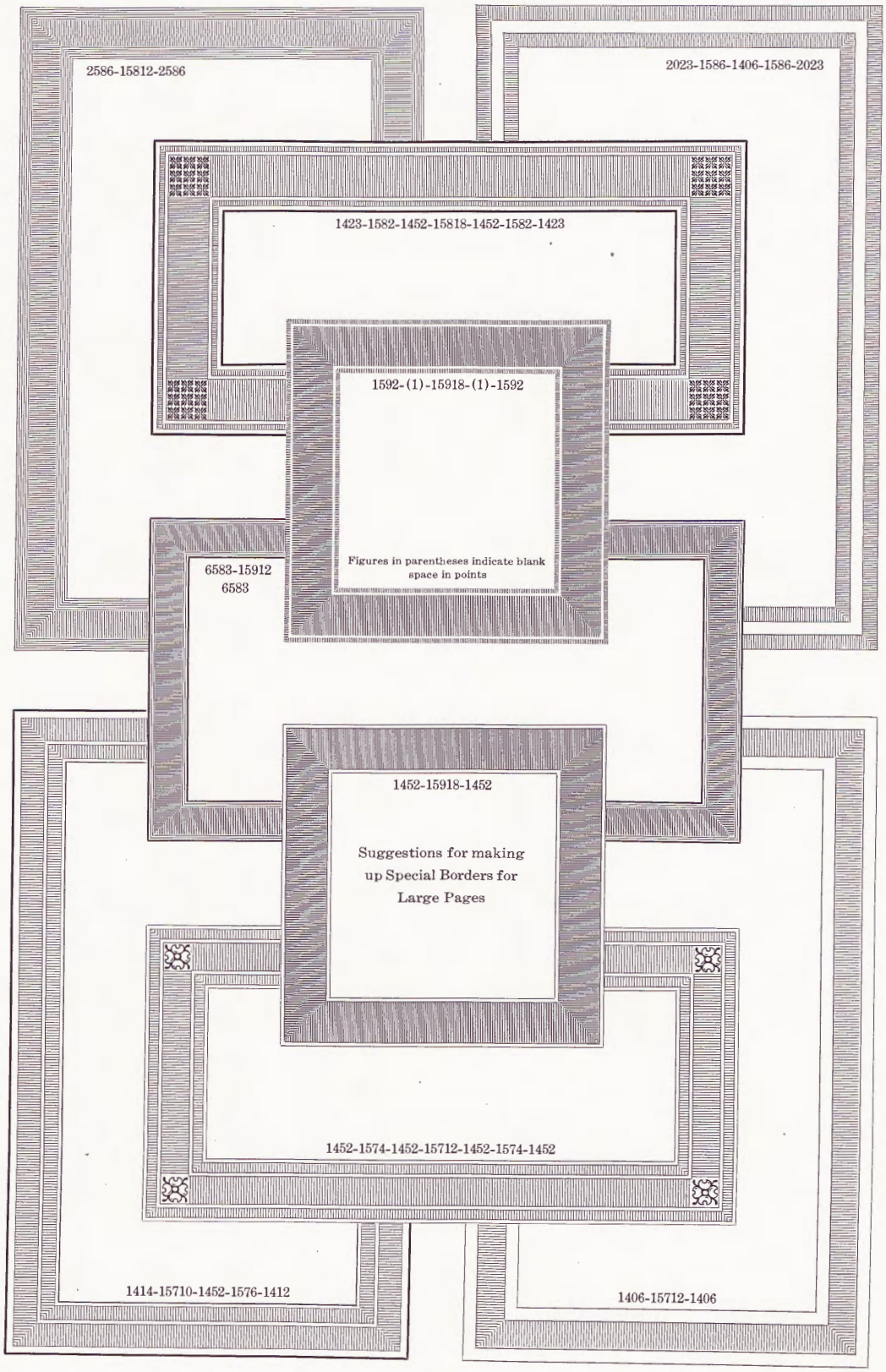
The first body listed contains two lines

The Lithotone Rules contain a certain number of lines and spaces to the 12 point em. In making the Litholine and Lithodot Rules to match it was necessary to preserve the same standards, which leaves a shoulder (one-half of the white space) on each side of the Litholine and Lithodot Rule regardless of the body

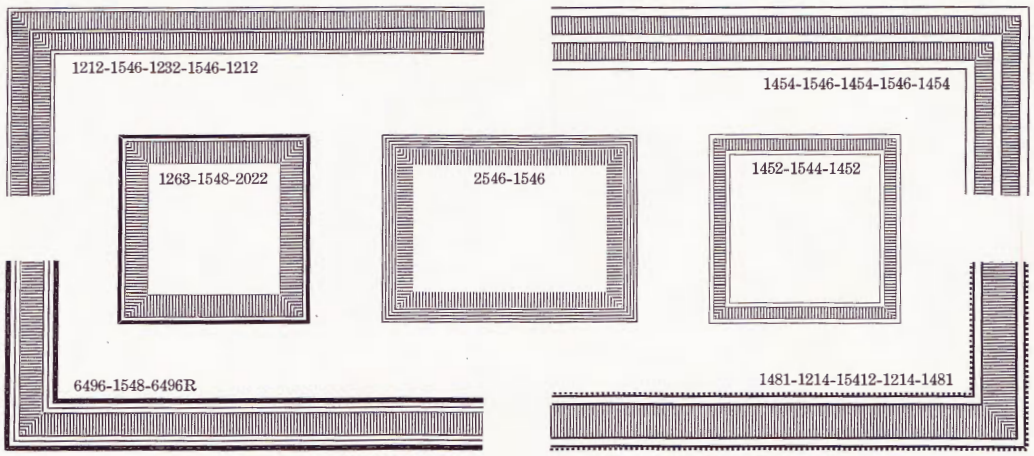
A COMPLETE SHOWING OF ALL SIZES OF LITHOTONE RULE

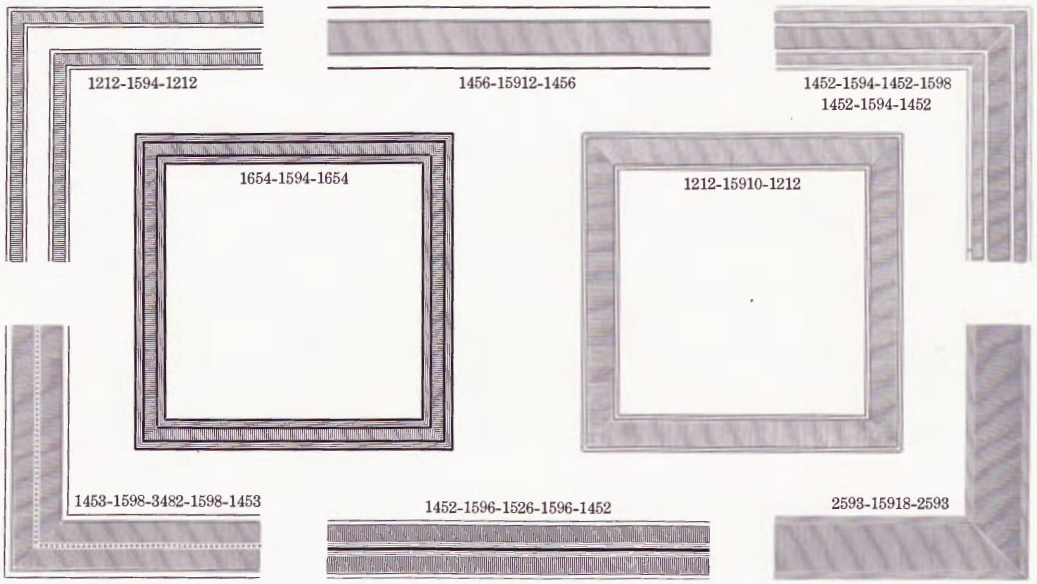
Made in 2-foot strips. Sold by the foot at prices given in Table G1 on page 859. Can be furnished in any lengths, cut to order, with or without mitered ends, at Table H and I prices (page 860) plus 25 per cent, plus mitering charges given in Table F on page 861. Brazed Corners are priced on page 861

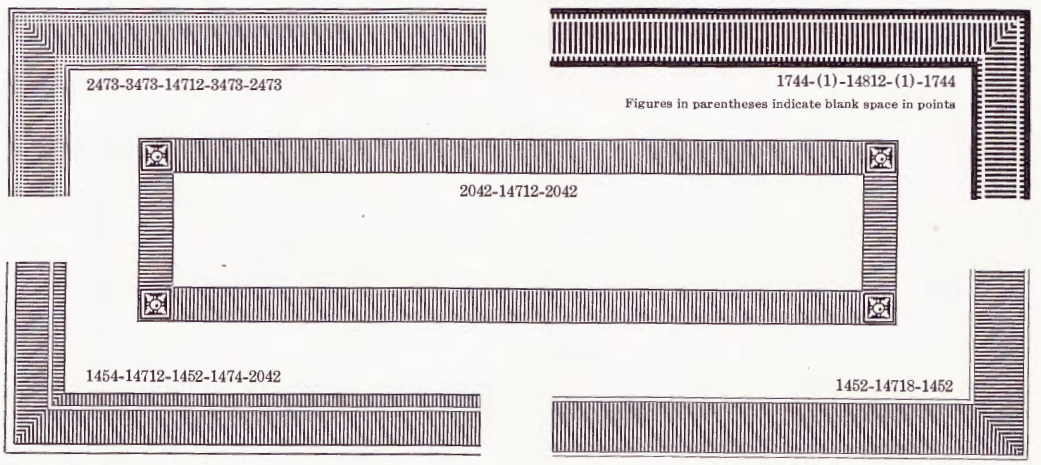



2586-15812-2586
2023-1586-1406-1586-2023
1423-1582-1452-15818-1452-1582-1423
1592-(1)-15918-(1)-1592
Figures in parentheses indicate blank space in points
6583-15912
6583
1452-15918-1452
Suggestions for making up Special Borders for Large Pages
1452-1574-1452-15712-1452-1574-1452
1414-15710-1452-1576-1412
1406-15712-1406

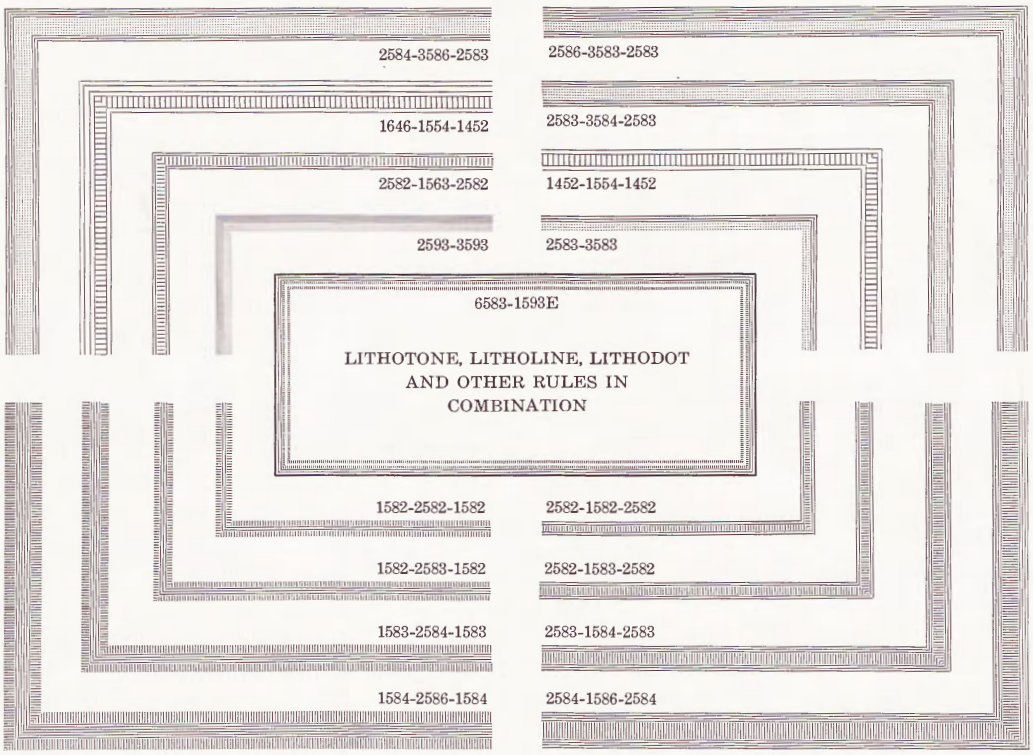
Lithotone and Other Brass Rule

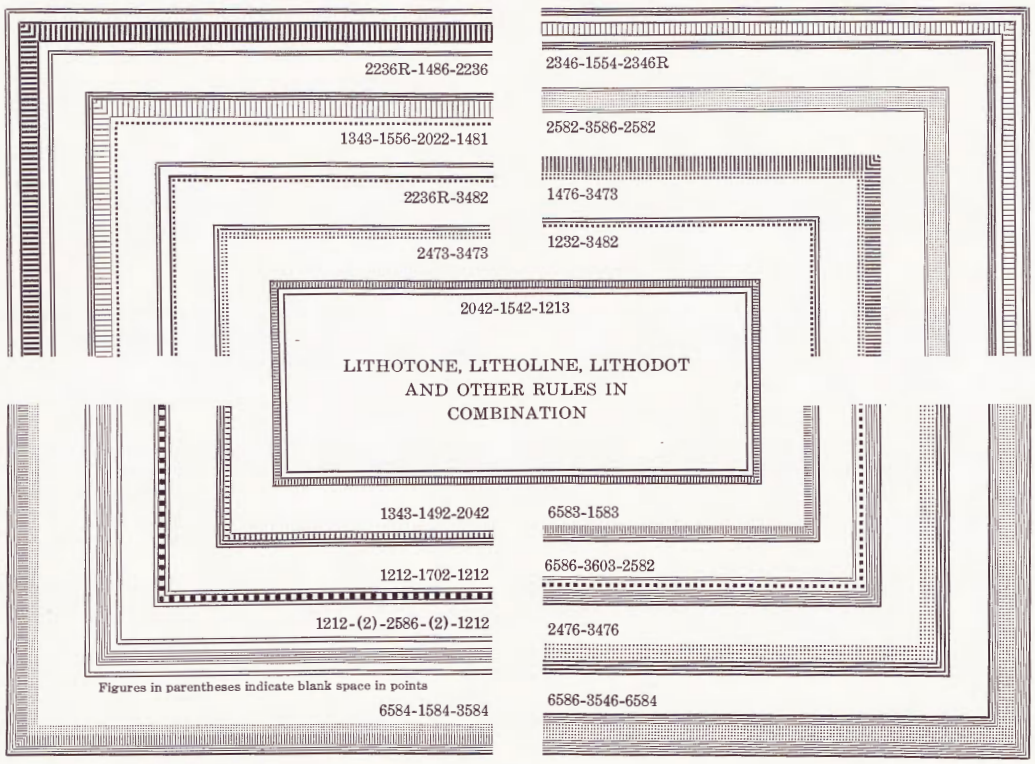




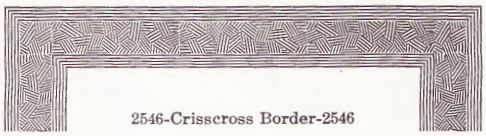


Lithotone and Other Brass Rule

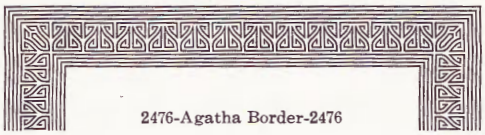




Combinations of Brass Rule



2546-Crisscross Border-2546



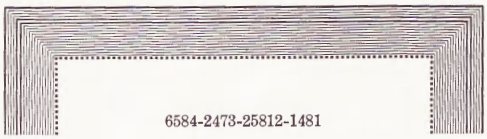
2476-Agatha Border-2476



6586-American Border No. 1204-6583



6583-Concrete Border-6583



6584-2473-25812-1481



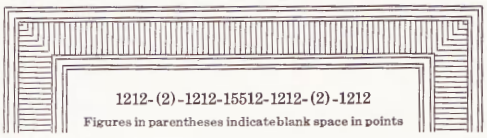
6588-1702-6588



2496-15912-2496



2596-3596-2066

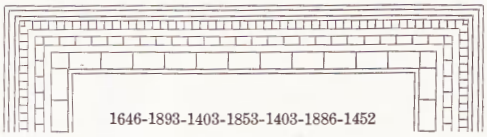


1212-(2)-1212-15512-1212-(2)-1212

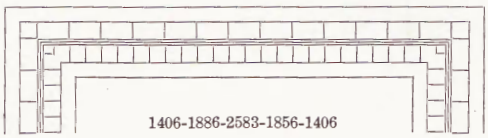
Figures in parentheses indicate blank space in points



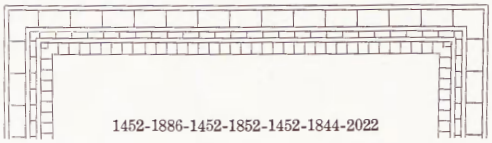
1646-1558-1646



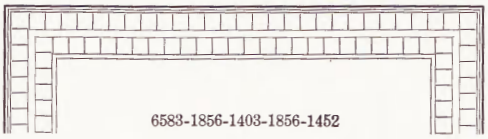
1646-1893-1403-1853-1403-1886-1452



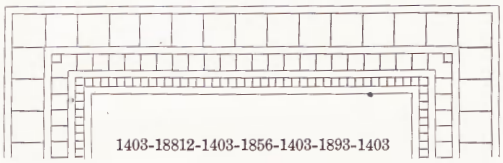
1406-1886-2583-1856-1406



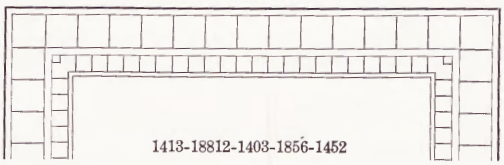
1452-1886-1452-1852-1452-1844-2022



6583-1856-1403-1856-1452

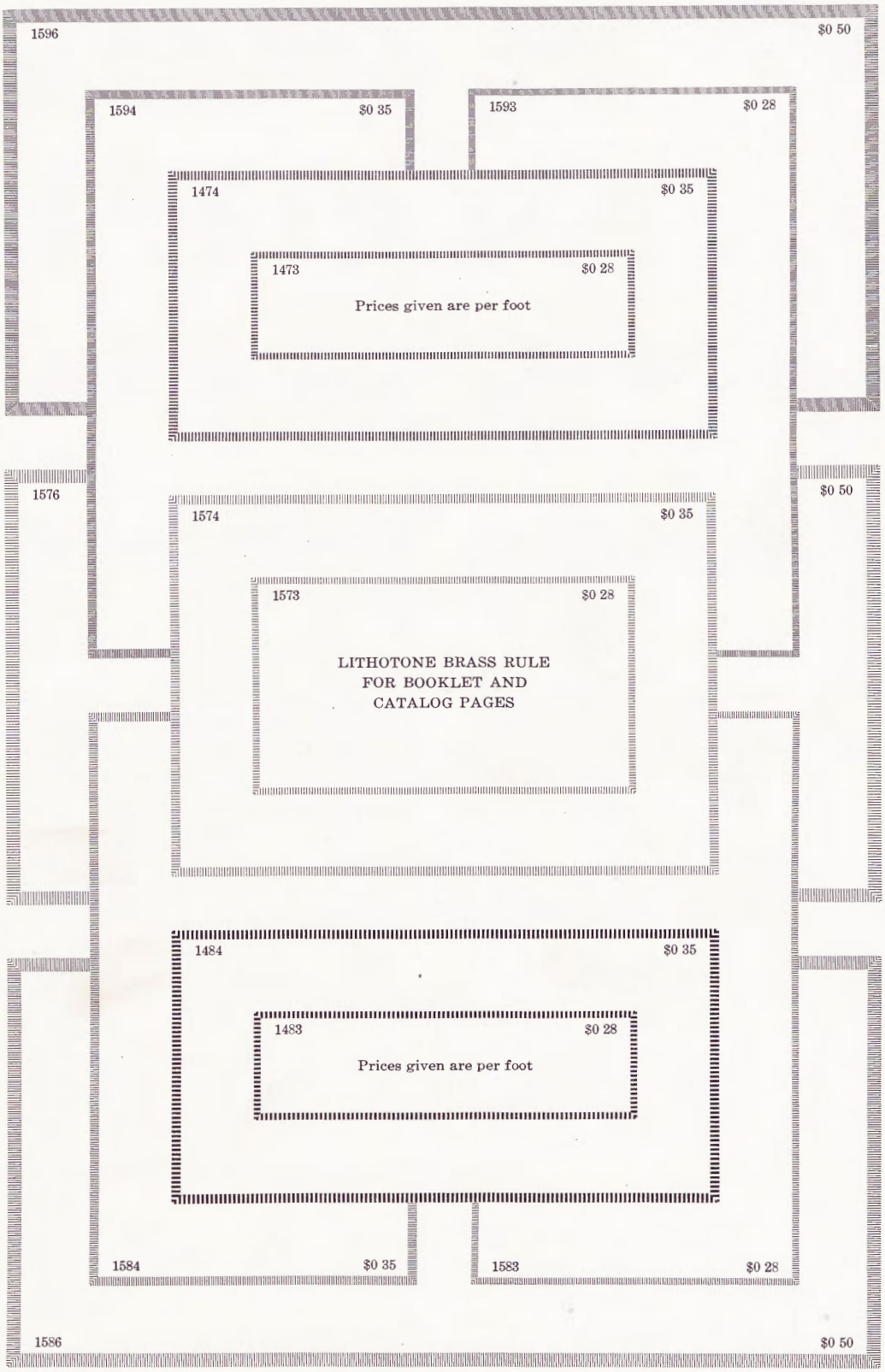


1403-18812-1403-1856-1403-1893-1403

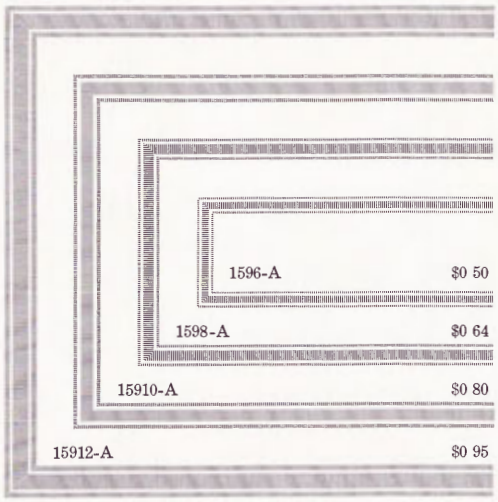


1413-18812-1403-1856-1452

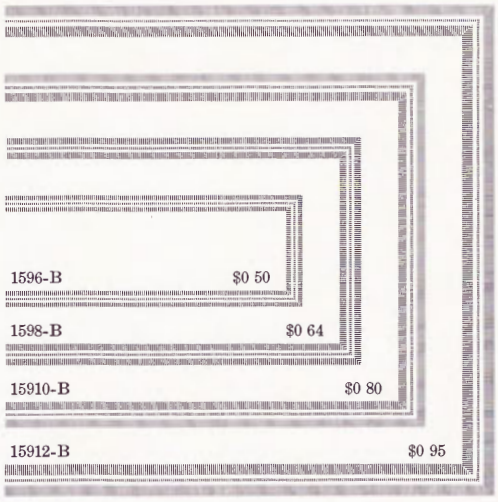
Lithotone Brass Rule



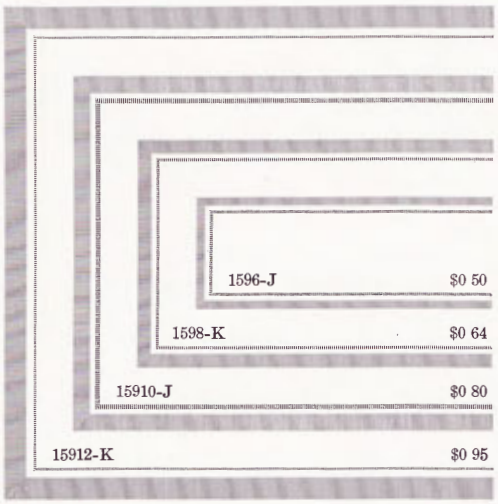
Double and Triple Lithotone Brass Rule



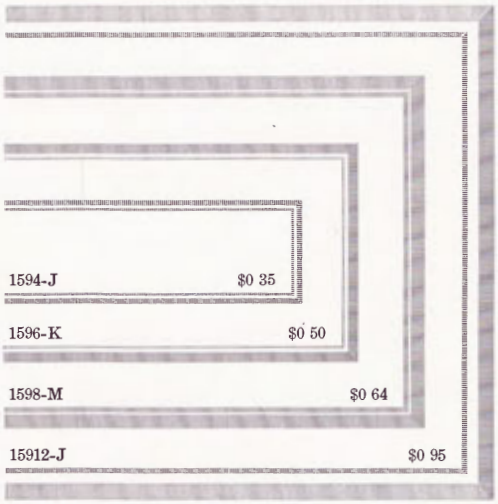
1596-A $0 50
1598-A $0 64
15910-A $0 80
15912-A $0 95



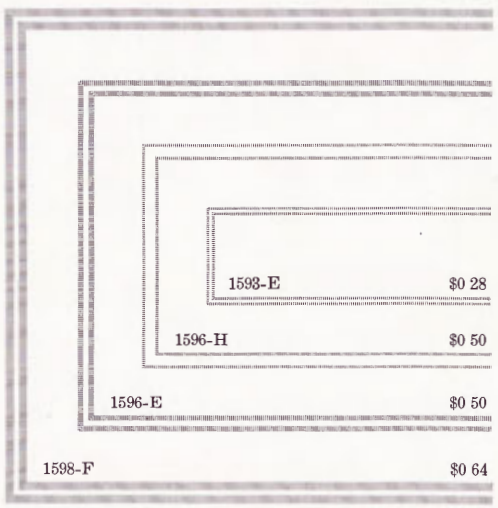
1596-B $0 50
1598-B $0 64
15910-B $0 80
15912-B $0 95



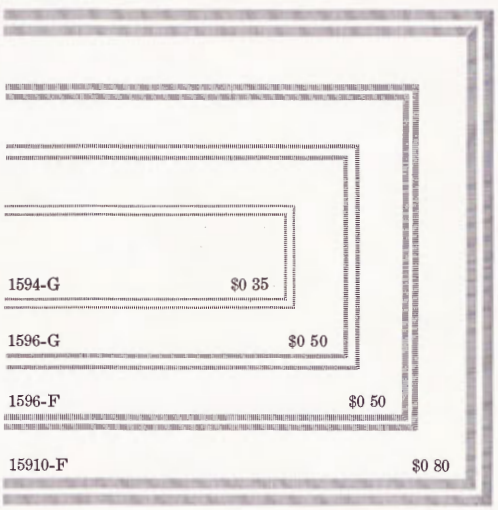
1596-J $0 50
1598-K $0 64
15910-J $0 80
15912-K $0 95



1594-J $0 35
1596-K $0 50
1598-M $0 64
15912-J $0 95

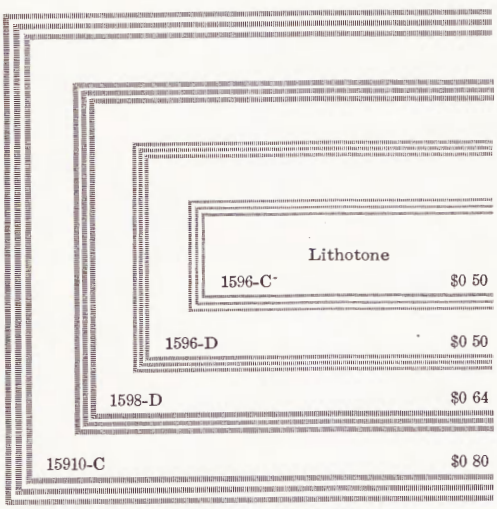


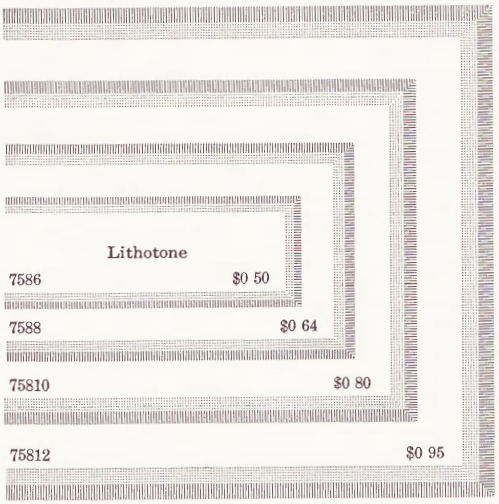
1593-E $0 28
1596-H $0 50
1596-E $0 50
1598-F $0 64

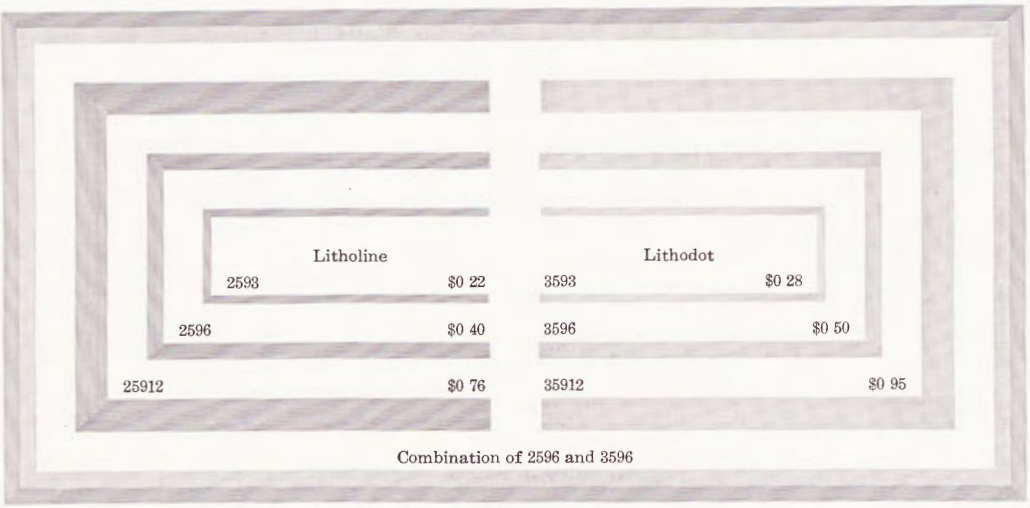


1594-G $0 35
1596-G $0 50
1596-F $0 50
15910-F $0 80

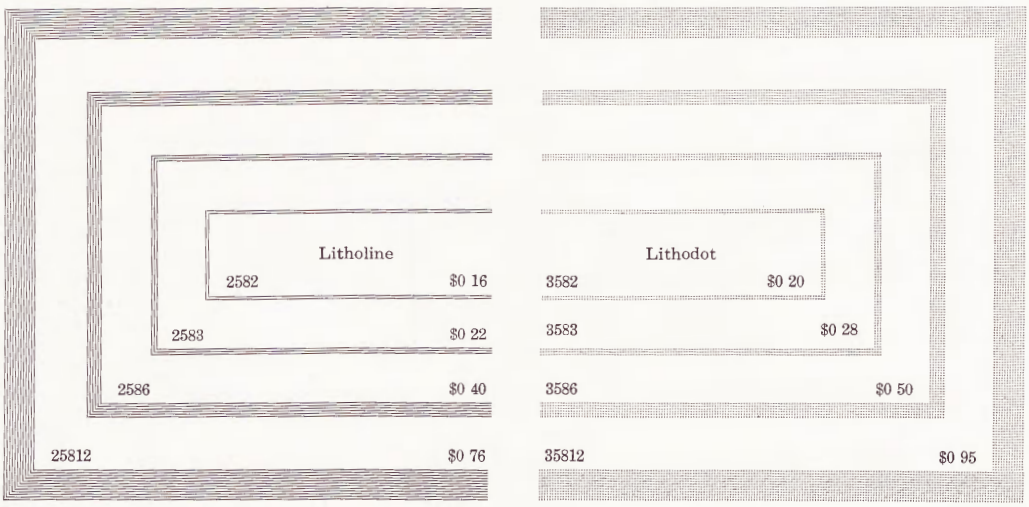
Lithotone, Lithodot and Litholine Brass Rule



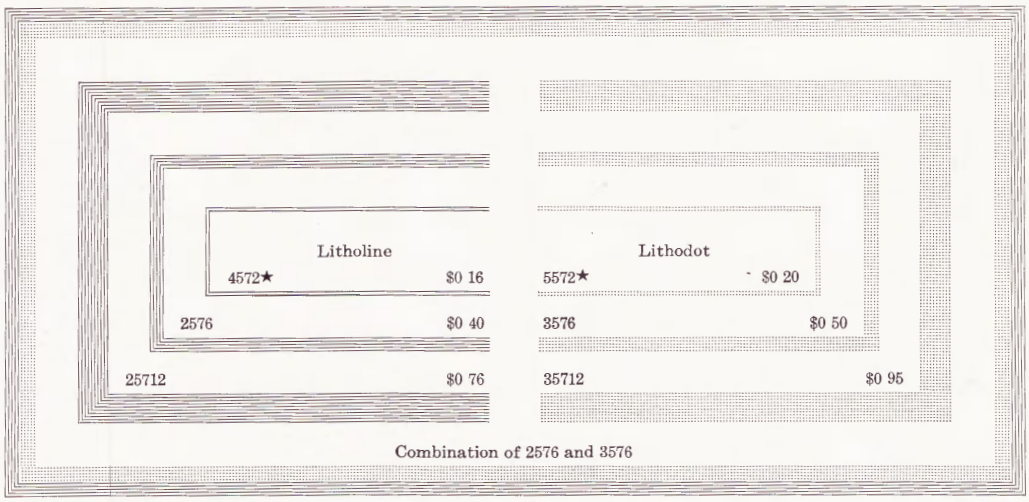




Combination of 2596 and 3596

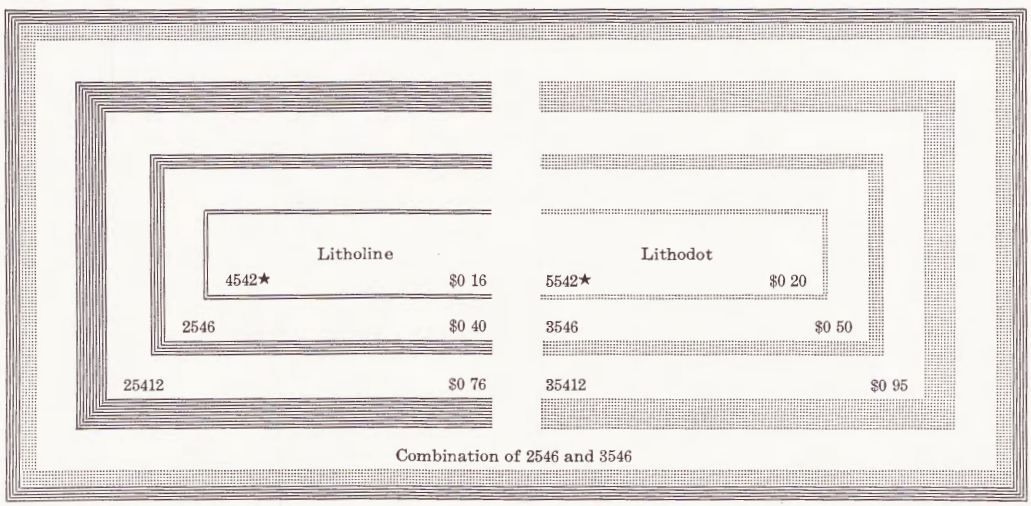


Litholine and Lithodot Brass Rule



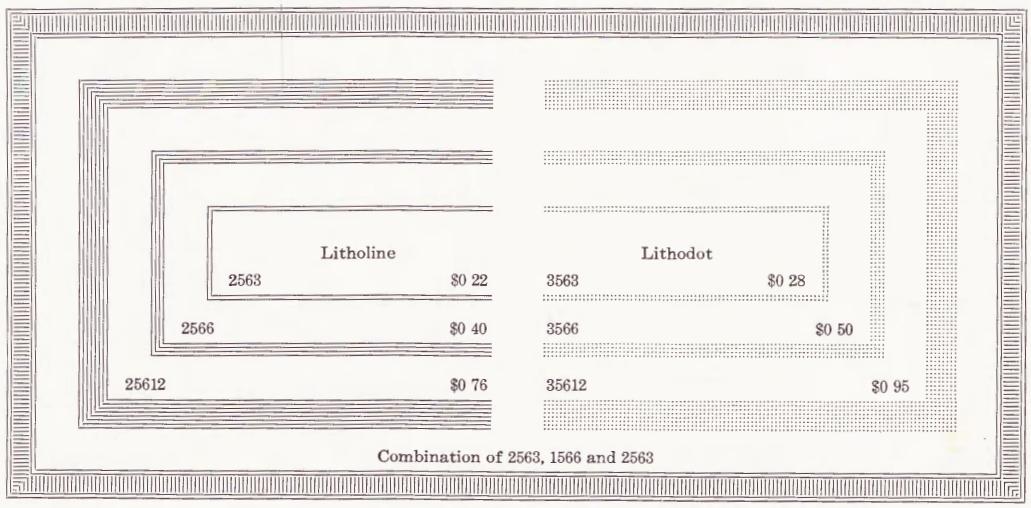
Combination of 2576 and 3576

★Also made on 2⅝ point body



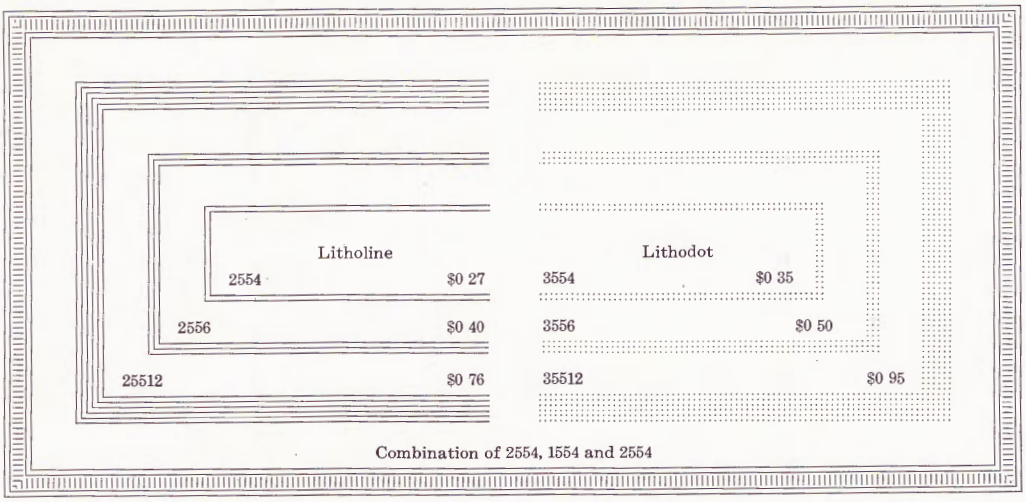
Combination of 2546 and 3546

★Also made on 2⅝ point body

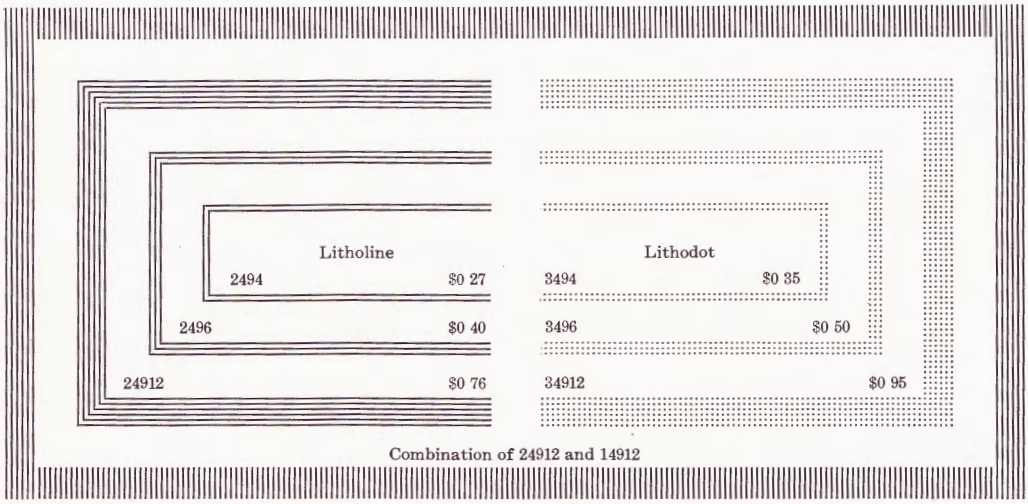


Combination of 2563, 1566 and 2563

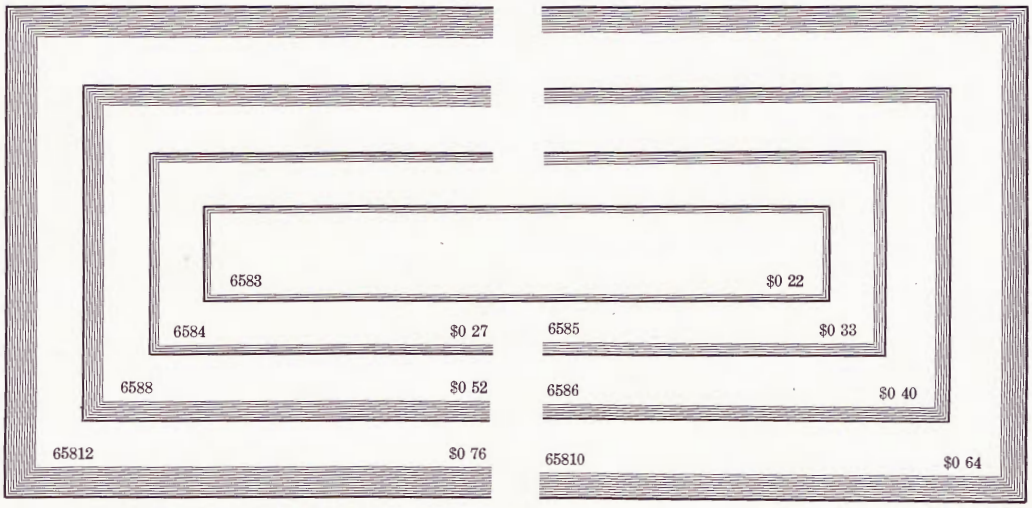
Litholine and Lithodot Brass Rule



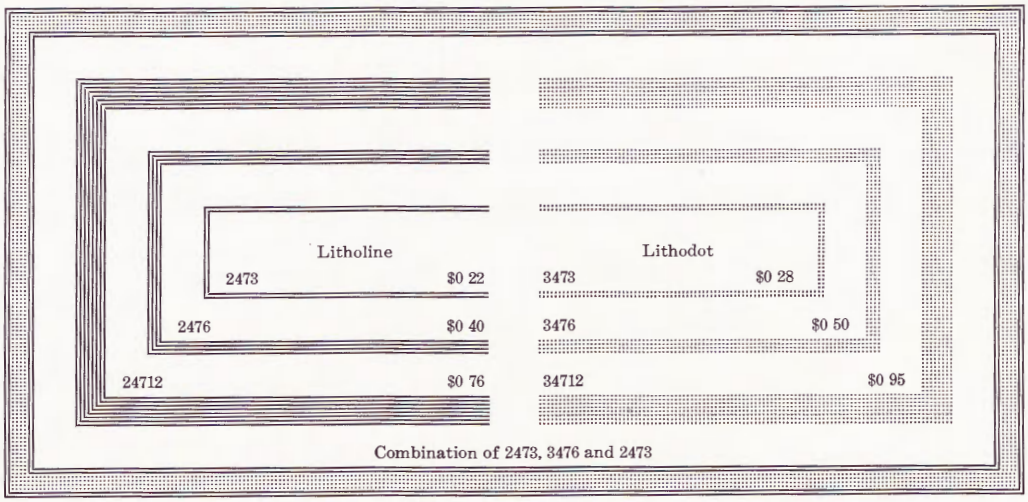
Combination of 2554, 1554 and 2554



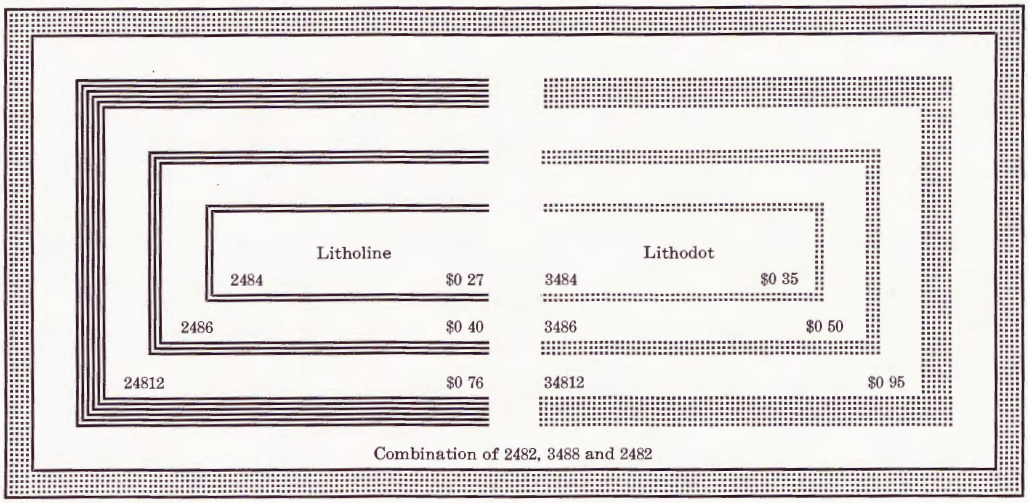
Combination of 24912 and 14912



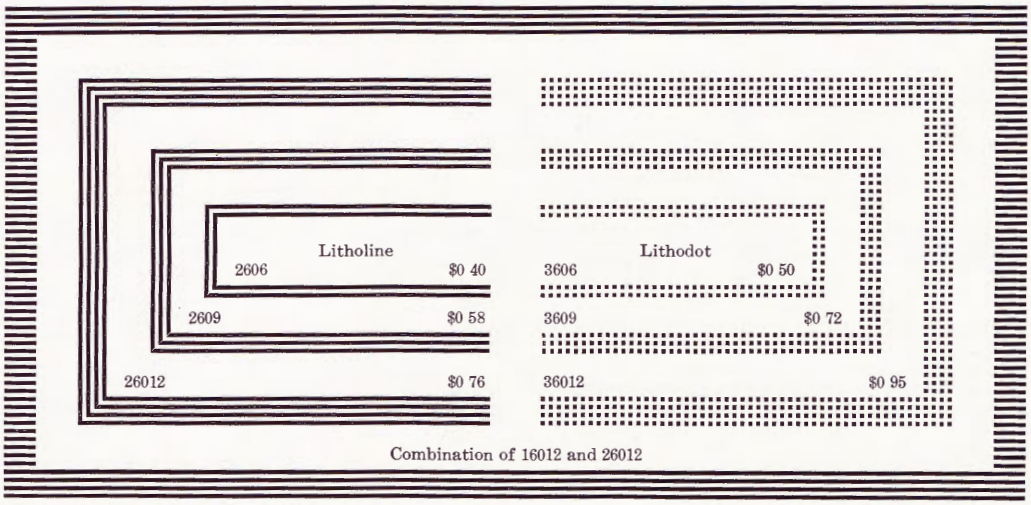
Litholine and Lithodot Brass Rule



Combination of 2473, 3476 and 2473



Combination of 2482, 3488 and 2482



Combination of 16012 and 26012

Brass Brazed Corners


2 Point No. 1002


2 Point No. 1022


2 Point No. 2042


2 Point No. 2062


2 Point No. 2082

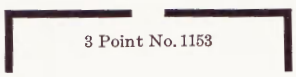

2 Point No. 2102


2 Point No. 1402

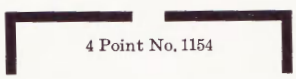

3 Point No. 1223


3 Point No. 1233


3 Point No. 1423


3 Point No. 1153


3 Point No. 1433

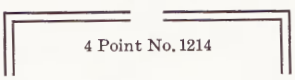

4 Point No. 1154

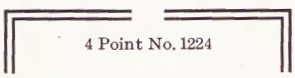
PRICES

Per set of four

2, 3, 4 or 6 Point.....$0 75
8, 10 or 12 Point 1 00
18 Point.....1 35

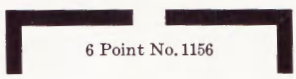
Brass Brazed Corners can be furnished for practically all the faces shown in this Brass Rule Section.


4 Point No. 1214

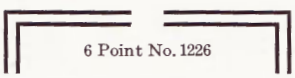

4 Point No. 1224


4 Point No. 1424


4 Point No. 1274


6 Point No. 1156


6 Point No. 1216


6 Point No. 1226


6 Point No. 1236


6 Point No. 1436


6 Point No. 1316

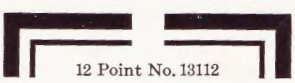

6 Point No. 1346


6 Point No. 1516


6 Point No. 1396


6 Point No. 1276


12 Point No. 13512


12 Point No. 13112


12 Point No. 17812

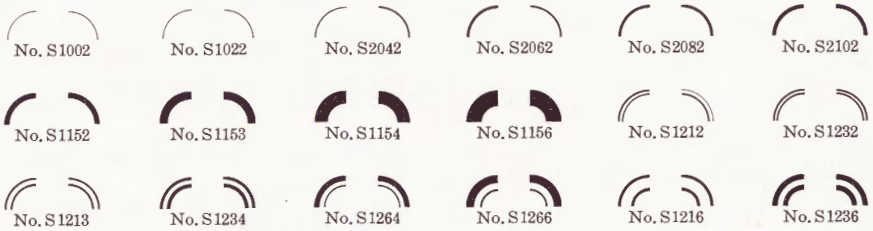

18 Point No. 13418


18 Point No. 15018

For other Brazed Corners see page 823

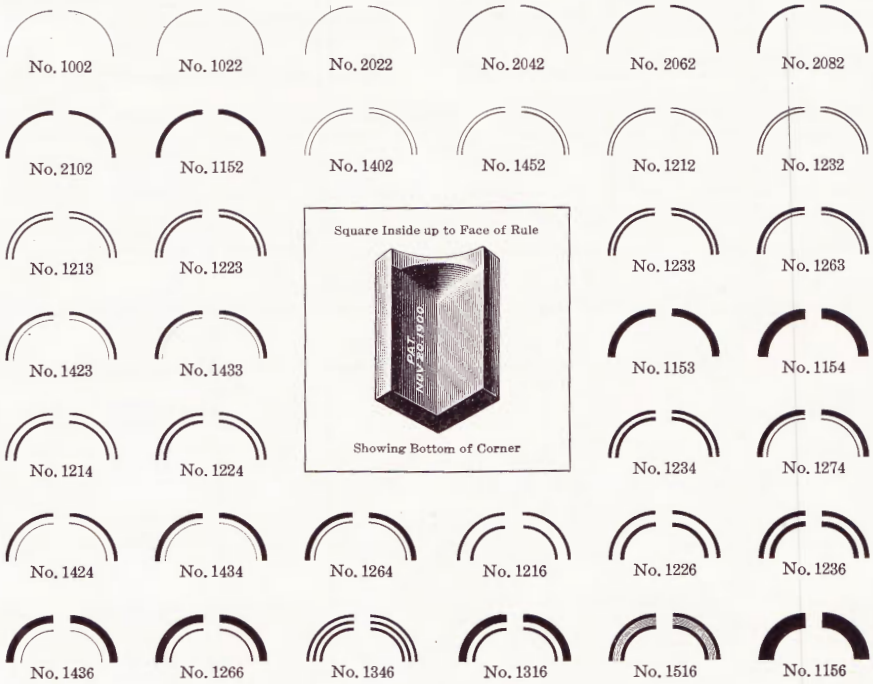
BRASS ROUND CORNERS

12 Point Solid Body Per set of four 50c



BRASS ROUND CORNERS

18 Point Full Mortised Body Per set of four 75c



BRASS ROUND CORNERS

24 Point Full Mortised Body Per set of four $1.00



BRASS ROUND CORNERS

36 Point Full Mortised Body Per set of four $1.25



While not generally carried in stock, Brass Round Corners can be obtained for practically all the faces shown in this section

Panel Double Corners

All Made on Six Point Body

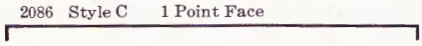
2086 Style A 1 Point Face



2086 Style B 1 Point Face



2086 Style C 1 Point Face



2086 Style AP 1 Point Face



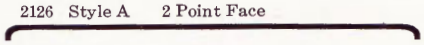
2086 Style BP 1 Point Face



2086 Style CP 1 Point Face



2126 Style A 2 Point Face



2126 Style B 2 Point Face



2126 Style C 2 Point Face



2126 Style AP 2 Point Face



2126 Style BP 2 Point Face



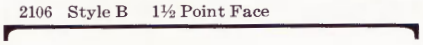
2126 Style CP 2 Point Face



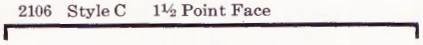
2106 Style A 1½ Point Face



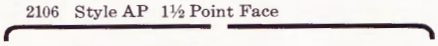
2106 Style B 1½ Point Face



2106 Style C 1½ Point Face



2106 Style AP 1½ Point Face



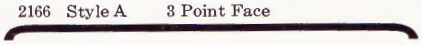
2106 Style BP 1½ Point Face



2106 Style CP 1½ Point Face



2166 Style A 3 Point Face



2166 Style B 3 Point Face



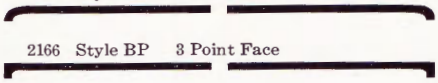
2166 Style C 3 Point Face



2166 Style AP 3 Point Face



2166 Style BP 3 Point Face



2166 Style CP 3 Point Face



2086 Style A 1 Point Face



2086 Style B 1 Point Face



2086 Style C 1 Point Face



2106 Style A 1½ Point Face



2106 Style B 1½ Point Face



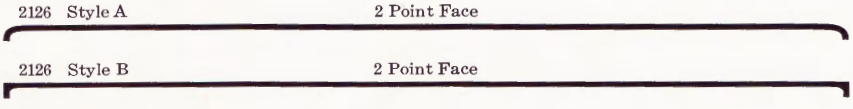
2106 Style C 1½ Point Face



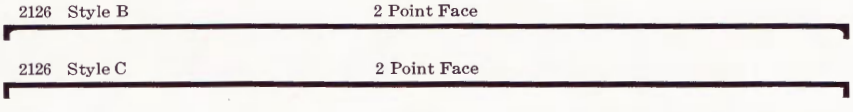
2126 Style A 2 Point Face



2126 Style B 2 Point Face



2126 Style C 2 Point Face



2166 Style A 3 Point Face

2166 Style B 3 Point Face

2166 Style C 3 Point Face

The above are shown in 13 em and 26½ em column measure. Can be furnished for 12 or 12½ em column measure at same price. Style A, B or C Single Column, per pair 50c. Style AP, BP or CP, set of four 50c. Style A, B or C Double Column, per pair 80c.

Brass Corners for Fullface Rule

BRASS SQUARE CORNERS

For Plain Face Brass Rule

Made like a corner quad and cut from a solid block of brass; 1 and 1½ Point are brazed with bevel on outside

1, 1½, 2, 3, 4 or 6 Point (18 Point Body), per set of four $0 60



8, 10 and 12 Point (24 Point Body), per set of four $0 75





18 Pt. No. 181 (36 Pt. Body)

Made on solid 12 Point Body, per set of four $0 40





12 Pt. No. 127 (36 Pt. Body)

BRASS DIAGONAL CORNERS

2, 3, 4 or 6 Point (12 Point Body), per set of four $0 50



2 Point No. 22 | 3 Point No. 32 | 4 Point No. 42 | 6 Point No. 62



12 Point No. 122 (24 Point Body)
Per set of four $0 90

2, 3, 4 or 6 Point (18 Point Body), per set of four $0 75



2 Point No. 23 | 3 Point No. 33 | 4 Point No. 43 | 6 Point No. 63



12 Point No. 123 (36 Point Body)
Per set of four $1 00

OTHER BRASS CORNERS



No. 11	No. 12	No. 13	No. 14
2 Point on top 12 Point on side Set of four $0 75	2 Point on top 6 Point on side Set of four $0 75	2 Point on top 6 Point on side Set of four $0 75	2 Point on top 12 Point on side Set of four $0 75

BRASS CENTER PIECES



2 Point No. 19
Per pair $0 75



6 Point No. 17
Per pair $0 75



4 Point No. 18
Per pair $0 75



6 Point No. 16
Per pair $0 75



8 Point No. 20
Per pair $0 75

BRASS SQUARES



Font containing two sets each 6, 8, 10 and 12 Point and one set (4) each of 14, 18, 24 and 36 Point $2 50

Also sold in sets, see page 862. Round Corners for fullface rule are shown on page 841

MITERED PAGES—HALF BRAZED

The Mitered Page Half Brazed is a great time-saver. It is easier to justify the form, and the compositor handles two corners instead of four mitered pieces.

There is an additional cost over the plain mitered page of about $4.80 for 16 pages of an average size, meaning that if 30 cents per page is saved in lock-up, etc., the extra expense is covered on one job. One trade publication uses thousands of these rule pages. The fact that they use one style of rule and standard sizes of ads. makes an enormous saving over the old method.

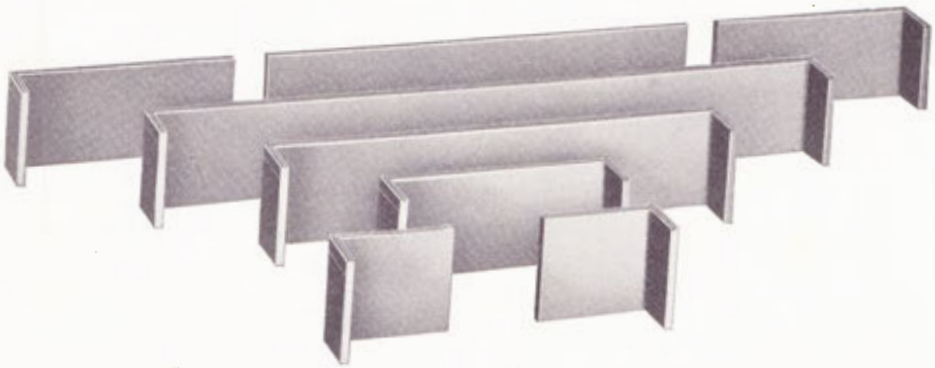


Prices will be found on page 861; estimates furnished in detail if you will advise us.

Sizes 10 ems and smaller are shown on page 845 as Brass Initial Boxes.

BRAZED HALF PANELS FOR NEWSPAPER AD BORDERS

The illustration shows single, double and triple column panels and also single and double column panels cut in half. The latter are for use with straight pieces to make wider panels as shown in the largest panel in the cut, where a two column straight piece is used with a double column panel cut in half to make a four column panel. The two panels used at top and bottom of form are spaced out with straight pieces to make ad. the proper length.



A fairly good trial equipment made of 6 point Plain Rule contains the following pieces: Brazed Half Panels—4 sets single, 2 sets single (cut), 4 sets double, 2 sets double (cut), and 2 sets triple column; also straight pieces—6 pieces single, 4 pieces double, and 2 pieces triple column; in addition, a special font of various lengths for the sides weighing about 6 pounds. This entire equipment, $25.00. Complete table of prices will be found on page 861.

INTERLOCKING MITERS FOR BRASS RULE

With regular miters care must be taken to prevent slipping at the corners, which can be overcome with use of corner quads when space permits this use. The Interlocking Miter absolutely prevents slipping as the dovetails interclose holding the rules firmly in position. The use of these miters is becoming more general, both for booklet and catalogue work.

PRICES OF INTERLOCKING MITERS

These are sold at the price per piece in Tables H and I according to length of rule used plus the following charges for mitering per page or per set of miters:

Pages	1 to 4 Point	5 to 10 Point	11 to 18 Point	Over 18 Point
3 or less	$0 34	$0 45	$0 58	$0 79
4 to 16	30	39	50	63
over 16	28	36	46	55

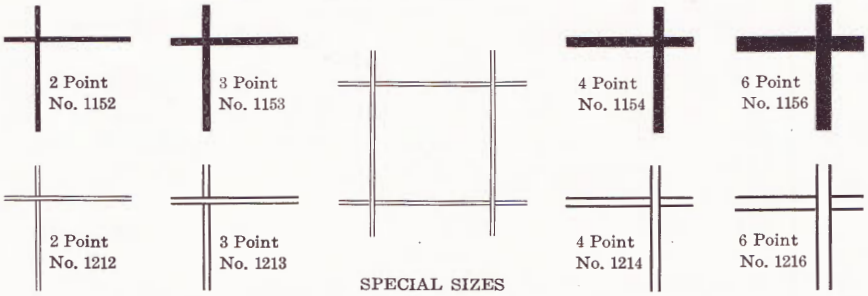


For Fancy Brass Rule, including Lithodot and Lithotone, figure according to prices in Tables H and I for the rule used plus 25 per cent, to which add the above charges for Interlocking Miters.

Initial Boxes and Slotted Corners

SLOTTED BRASS CORNERS

Per set of four—2 to 6 Point, either 4 em leg or 6 em leg..... $1 00



SPECIAL SIZES

Slotted Corners can be made to order from any rule. Give total length of leg and length of outside leg. Solid panels like one around this specimen can also be furnished. For price, figure pieces according to prices in Table H or I and add 75 cents per set or page for slotting. Minimum price $1 00 per set.

Rule No. 1214 Slotted page this size, 18x32 ems $1 23



5-1596G 65c



6-1598A 75c



6-1596C 65c



5-1596B 65c



4-1594J 50c

BRASS INITIAL BOXES

These Initial Boxes are brazed on two corners and mitered on two corners, making corner pieces easy to compose

PRICE LIST

	48 Point and Smaller	72 Point and Smaller	96 Point and Smaller	120 Point and Smaller
2, 3 or 4 Point Rule..	$0 50	$0 50	$0 55	$0 60
6 Point Rule.....	60	65	70	75
8 Point Rule.....	70	75	85	90
10 Point Rule.....	80	90	1 00	1 10
12 Point Rule.....	90	1 00	1 10	1 20

Sixteen or more of same size and face 10 cents each less



4-1596B 60c



5-1596J 65c



5-1596A 65c

AMERICAN TYPE FOUNDERS COMPANY



8-15910A $1 00



4-1594G 50c



4-1596A 60c



7-1598B 85c

Brass Rule Shown by Sizes

Unless otherwise noted, Brass Rules are made in 24 inch strips

No.	Body	Per Foot
100½	½ Point	$0 10
115½	½ Point	10
100⅜	⅜ Point (20 to pica)	10
115⅜	⅜ Point (20 to pica)	10
100⅘	⅘ Point (15 to pica)	10
115⅘	⅘ Point (15 to pica)	10
1001	1 Point	10
2001	1 Point	10
1021	1 Point	10
2021	1 Point	10
1041	1 Point	10
2041	1 Point	10
1151	1 Point	10
1011	1 Point	10
1031	1 Point	10
1051	1 Point	10
1401	1 Point	10
1701	1 Point	13
1751	1 Point	13
1591	1 Point	13
1581	1 Point	13
1571	1 Point	13
1561	1 Point	13
1551	1 Point	13
1541	1 Point	13
1491	1 Point	13
1471	1 Point	13
1481	1 Point	13
1601	1 Point	13

No.	Body	Per Foot
1001⅕	1⅕ Point (10 to pica)	$0 12
1151⅕	1⅕ Point (10 to pica)	12
1001½	1½ Point	13
2001½	1½ Point	13
1021½	1½ Point	13
2021½	1½ Point	13
1041½	1½ Point	13
2041½	1½ Point	13
1061½	1½ Point	13
2061½	1½ Point	13
1081½	1½ Point	13
2081½	1½ Point	13
1151½	1½ Point	13
1011½	1½ Point	13
1031½	1½ Point	13
1051½	1½ Point	13
1401½	1½ Point	13
2591½	1½ Point	13
1701½	1½ Point	17
1751½	1½ Point	17
1591½	1½ Point	17
1581½	1½ Point	17
1571½	1½ Point	17
1561½	1½ Point	17
1551½	1½ Point	17
1541½	1½ Point	17
1491½	1½ Point	17
1471½	1½ Point	17
1481½	1½ Point	17
1601½	1½ Point	17

Brass Rule Shown by Sizes

Unless otherwise noted (★), Brass Rules are made in 24 inch strips

No.	Body	Per Foot
1002	2 Point	$0 16
2002	2 Point	16
1022	2 Point	16
2022	2 Point	16
1042	2 Point	16
2042	2 Point	16
1062	2 Point	16
2062	2 Point	16
1082	2 Point	16
2082	2 Point	16
2102	2 Point	16
1152	2 Point	16
1752	2 Point	20
1012	2 Point	16
5012	2 Point	16
5032	2 Point	16
1032	2 Point	16
5052	2 Point	16
1052	2 Point	16
1192	2 Point	16
1532	2 Point	16
1072	2 Point	16
1112	2 Point	16
1132	2 Point	16
1172	2 Point	20
3002	2 Point	20
3022	2 Point	20
3152	2 Point	20
3042	2 Point	20

No.	Body	Per Foot
3052	2 Point	$0 20
3062	2 Point	20
2582	2 Point	16
4572	2 Point	16
4542	2 Point	16
1402	2 Point	16
1452	2 Point	16
1212	2 Point	16
1232	2 Point	16
1412	2 Point	16
1422	2 Point	16
6582	2 Point	16
1432	2 Point	16
1592	2 Point	20
1582	2 Point	20
1572	2 Point	20
1562	2 Point	20
1552	2 Point	20
1542	2 Point	20
1492	2 Point	20
1472	2 Point	20
1482	2 Point	20
1602	2 Point	20
1702	2 Point	20
1742★	2 Point	20
3582	2 Point	20
5572	2 Point	20
5542	2 Point	20

Brass Rule Shown by Sizes

Unless otherwise noted (★), Brass Rules are made in 24 inch strips

No.	Body	Per Foot
1003	3 Point	$0 22
2003	3 Point	22
1023	3 Point	22
2023	3 Point	22
1043	3 Point	22
2043	3 Point	22
1063	3 Point	22
2063	3 Point	22
1083	3 Point	22
2083	3 Point	22
2103	3 Point	22
2123	3 Point	22
2143	3 Point	22
1153	3 Point	22
1753	3 Point	28
2563	3 Point	22
2473	3 Point	22
1403	3 Point	22
1453	3 Point	22
1213	3 Point	22
1223	3 Point	22
1233	3 Point	22
2583	3 Point	22
1343	3 Point	22
6583	3 Point	22
2593	3 Point	22

No.	Body	Per Foot
3593	3 Point	$0 28
3583	3 Point	28
3563	3 Point	28
3473	3 Point	28
1593E	3 Point	28
1593	3 Point	28
1583	3 Point	28
1573	3 Point	28
1563	3 Point	28
1553	3 Point	28
1543	3 Point	28
1493	3 Point	28
1473	3 Point	28
1483	3 Point	28
1603	3 Point	28
1703	3 Point	28
1743★	3 Point	28
1173	3 Point	28
1413	3 Point	22
3423	3 Point	22
1423	3 Point	22
3433	3 Point	22
1433	3 Point	22
1263	3 Point	22
1443	3 Point	22

Brass Rule Shown by Sizes

Unless otherwise noted (★), Brass Rules are made in 24 inch strips

No.	Body	Per Foot
3113	3 Point	$0 28
3123	3 Point	28
3043	3 Point	28
1004	4 Point	27
2004	4 Point	27
1024	4 Point	27
2024	4 Point	27
1044	4 Point	27
2044	4 Point	27
1064	4 Point	27
2064	4 Point	27
1084	4 Point	27
2084	4 Point	27
2104	4 Point	27
2124	4 Point	27
2144	4 Point	27
1154	4 Point	27
1754	4 Point	35
1744★	4 Point	35
1724★	4 Point	35

No.	Body	Per Foot
2554	4 Point	$0 27
2494	4 Point	27
1404	4 Point	27
1454	4 Point	27
1214	4 Point	27
1224	4 Point	27
2484	4 Point	27
1234	4 Point	27
1244	4 Point	27
1444	4 Point	27
1594	4 Point	35
1584	4 Point	35
1574	4 Point	35
1564	4 Point	35
1554	4 Point	35
1544	4 Point	35
1494	4 Point	35
1474	4 Point	35
1484	4 Point	35
1604	4 Point	35

Brass Rule Shown by Sizes

Unless otherwise noted, Brass Rules are made in 24 inch strips

No.	Body	Per Foot
6584	4 Point	$0 27
4574	4 Point	27
2584	4 Point	27
4544	4 Point	27
1344	4 Point	27
4474	4 Point	27
4204	4 Point	27
1414	4 Point	27
3424	4 Point	27
1204	4 Point	27
1424	4 Point	27
1434	4 Point	27
3204	4 Point	27
1304	4 Point	27
1264	4 Point	27
1284	4 Point	27
1274	4 Point	27
1314	4 Point	27
1654	4 Point	27

No.	Body	Per Foot
1704	4 Point	$0 35
1594J	4 Point	35
1594G	4 Point	35
3484	4 Point	35
3554	4 Point	35
3494	4 Point	35
3584	4 Point	35
1005	5 Point	33
1155	5 Point	33
3425	5 Point	33
1415	5 Point	33
1425	5 Point	33
3435	5 Point	33
1435	5 Point	33
6585	5 Point	33
1005½	5½ Point	36
1155½	5½ Point	36
1406	6 Point	40
14546	6 Point	40
1456	6 Point	40

Brass Rule Shown by Sizes

Unless otherwise noted, Brass Rules are made in 24 inch strips

No.	Body	Per Foot
1216	6 Point	$0 40
1226	6 Point	40
1256	6 Point	40
1236	6 Point	40
1246	6 Point	40
14336	6 Point	40
14246	6 Point	40
14346	6 Point	40
1416	6 Point	40
3426	6 Point	40
1426	6 Point	40
1206	6 Point	40
2206	6 Point	40
3436	6 Point	40
1436	6 Point	40
1266	6 Point	40
1316	6 Point	40
1276	6 Point	40
1286	6 Point	40

No.	Body	Per Foot
1006	6 Point	$0 40
2006	6 Point	40
1026	6 Point	40
2026	6 Point	40
1046	6 Point	40
2046	6 Point	40
1066	6 Point	40
2066	6 Point	40
1086	6 Point	40
2086	6 Point	40
2106	6 Point	40
2126	6 Point	40
2146	6 Point	40
2166	6 Point	40
2186	6 Point	40
1156	6 Point	40
1756	6 Point	50
1366	6 Point	50

Brass Rule Shown by Sizes

Unless otherwise noted (★), Brass Rules are made in 24 inch strips

No.	Body	Per Foot
1446	6 Point	$0 40
1626	6 Point	40
1636	6 Point	40
1656	6 Point	40
1516	6 Point	40
1746★	6 Point	50
1736★	6 Point	50
1716★	6 Point	50

Brass Rule for Type Borders

6 Point Stylus Border	40
6 Point Linear Border No. 2	50
6 Point Linear Border	50
6 Point Triple Line Border	40
3-on-6 Point Mercantile Border No. 49	40
6 Point Mercantile Border No. 257	40
6 Point Monotone Border No. 1	40
6 Point Schuil Border	40
6 Point Acme Border	40

No.	Body	Per Foot
2236	6 Point	$0 40
2346	6 Point	40
6496	6 Point	40
1396	6 Point	40
6586	6 Point	40
1326	6 Point	40
1646	6 Point	40
1526	6 Point	40
1776	6 Point	50
1786	6 Point	50
1796	6 Point	50
1766	6 Point	50
1376	6 Point	50
1336	6 Point	40
1346	6 Point	40
1356	6 Point	40
2926	6 Point	50
1706	6 Point	50

Brass Rule Shown by Sizes

Unless otherwise noted, Brass Rules are made in 24 inch strips

No.	Body	Per Foot
1596	6 Point	$0 50
1586	6 Point	50
1576	6 Point	50
1566	6 Point	50
1556	6 Point	50
1546	6 Point	50
1496	6 Point	50
1476	6 Point	50
1486	6 Point	50
1606	6 Point	50
1596H	6 Point	50
1596G	6 Point	50
1596E	6 Point	50
1596F	6 Point	50
4786	6 Point	50
4796	6 Point	50
1596A	6 Point	50
1596B	6 Point	50
7586	6 Point	50
1596C	6 Point	50
1596J	6 Point	50
1596K	6 Point	50

No.	Body	Per Foot
2596	6 Point	$0 40
2586	6 Point	40
2576	6 Point	40
2566	6 Point	40
2556	6 Point	40
2546	6 Point	40
2496	6 Point	40
2476	6 Point	40
2486	6 Point	40
2606	6 Point	40
3596	6 Point	50
3586	6 Point	50
3576	6 Point	50
3566	6 Point	50
3556	6 Point	50
3546	6 Point	50
3496	6 Point	50
3476	6 Point	50
3486	6 Point	50
3606	6 Point	50

Brass Rule Shown by Sizes

No.	Per Foot
1328	$0 52
6588	52
2588	52
2558	52
2498	52
2488	52
1338	52
1348	52
1358	52
3488	64
3498	64
3558	64
3588	64

No.	Per Foot
1418	$0 52
1428	52
1438	52
1238	52
1248	52
1918	64
1158	52
1448	52
1628	52
1638	52
1319	58
1269	58
1279	58

No.	Per Foot
3609	$0 72
1909	72
11510	64
12310	64
12410	64
1410	64
14210	64
14310	64
13310	64
13410	64
13510	64
24810	64

No.	Per Foot
14410	$0 64
16210	64
16310	64
35810	80
35510	80
34910	80
34810	80
65810	64
13210	64
25810	64
25510	64
24910	64

The final figures indicate the body of the rule

Brass Rule Shown by Sizes

No.	Per Foot
65812	$0 76
13212	76
47812	95
47912	95
14112	76
14212	76
14312	76
12612	76
12712	76
13112	76
11512	76
17912	95

No.	Per Foot
15212	$0 76
15112	76
15012	76
12312	76
12412	76
13312	76
13412	76
13512	76
17812	95
17612	95
17712	95

No.	Per Foot
17512	$0 95
13612	95
14412	76
16212	76
16312	76
19012	95
19112	95
19212	95
11518	1 16
17818	1 40
13118	1 16

No.	Per Foot
12318	$1 16
12418	1 16
13418	1 16
13518	1 16
15018	1 16
15118	1 16
15218	1 16
47818	1 40
19018	1 40
19218	1 40

The final figures indicate the body of the rule

The 12 point sizes of Litholine and Lithodot rule are shown on page 828

ADVERTISING AND CROSS RULES

Cut any length from any of the faces listed under Head Rules, or any single, double, parallel or triple rule shown in this book. For other bodies and lengths, see Table I on page 860

Size	Pica Ems	2 Point	3 Point	4 Point	5 Point	5½ Point	6 Point	8 Point
Single Column	12½ to 15	$0 04	$0 06	$0 07	$0 08	$0 09	$0 10	$0 13
Single Column	15½ to 18	05	07	09	10	11	12	16
Double Column	24½ to 27	07	10	12	14	16	18	23
Double Column	27½ to 30	08	11	14	16	18	20	25
Triple Column	36½ to 42	11	14	17	21	23	26	33
Triple Column	42½ to 48	12	16	20	24	26	29	37

No. 1002 — 2 Point

No. 1022 — 2 Point

No. 1042 — 2 Point

No. 1062 — 2 Point

No. 1082 — 2 Point

No. 1402 — 2 Point

BRASS HEAD RULES

The following prices are for any single, double, parallel or triple rule shown in this book. Regular sizes using 13 em column and 6 point column rule. For other bodies and lengths, see Table I on page 860. See opposite page for extra charges for specially grooved head rules

Size	Pica Ems	3 Point	4 Point	5 Point	5½ Point	6 Point	7 Point	8 Point
Four Column	53½	$0 18	$0 22	$0 26	$0 29	$0 32	$0 37	$0 41
Five Column	67	24	29	35	37	42	48	55
Six Column	80½	28	33	40	44	49	56	63
Seven Column	94	32	38	46	50	56	64	72
Eight Column	107½	34	42	51	55	62	71	81
Nine Column	121	40	49	59	65	72	83	93

No. 1403 — 3 Point

No. 1404 — 4 Point

No. 1454 — 4 Point

No. 1423 — 3 Point

No. 1424 — 4 Point

No. 1425 — 5 Point

No. 1426 — 6 Point

No. 1434 — 4 Point

No. 1435 — 5 Point

No. 1436 — 6 Point

The above ten faces are flush on body. See pages 850 and 851 for other faces suitable for Head Rules

BRASS DASH RULES

Cut any length face, from any single, double, parallel or triple rule shown in this book
Prices given below are for dash rules cut 12½ to 15 ems. For other bodies and lengths add 5 cents for each piece to price in Table I on page 860

2 Point 1002A		$0 09	2 Point 1002C		$0 09
2 Point 1002B		09	2 Point 1002D		09
2 Point 1082B		09	2 Point 1082D		09
3 Point 1403B		11	3 Point 1403D		11
4 Point 1414B		12	4 Point 1414D		12
2 Point 1422B		09	2 Point 1422D		09
3 Point 1423B		11	3 Point 1423D		11
4 Point 1424B		12	4 Point 1424D		12
4 Point 1434B		12	4 Point 1434D		12

BRASS COLUMN RULES

Regular sizes using 13 em column
The usual style has a notch over D to allow for foot slug

Size	Inches	3 Point	4 Point or 3x4	5 Point or 4x5	6 Point or 5x6	7 Point or 6x7	8 Point or 7x8
Four Column	13¾	$0 30	$0 35	$0 42	$0 51	$0 58	$0 65
Five Column	17¾	36	44	53	64	73	83
Six Column	19¾	40	49	59	71	81	91
Seven Column	21¾	44	53	64	78	89	1 00
Eight Column	23¾	47	58	70	84	96	1 09
Nine Column	25¾	51	62	75	91	1 04	1 17

Deduct 2 cents from above prices for Column Rules without notch D.
See Table I on page 860 for prices on other bodies and lengths, to which must be added notching charges listed in table below. Prices for all Column Rules are figured on the basis of length over all. For prices of Labor-Saving Fonts see page 859.

BEVELED LINOTYPE COLUMN RULES

Same prices as above



CHARGES FOR NOTCHING COLUMN AND HEAD RULES

Quantity prices for notching apply to one style notch on rules of various lengths.

Style	1 to 49	50 to 99	100 and over
10—Notch over, for foot slug (D), each	$0 02	$0 02	$0 02
11—Lug or Shank for Perfecting Press (B)	10	08	06
12—Notch under (A) and Lug or Shank (B) complete	15	12	09
12—Notch (A) only, each	05	04	03
13—Notch for head slug (E) and Lug or Shank (B) complete	15	12	09
13—Notch (E) only, each	05	04	03
14—Notch (F) and Lug or Shank (B) complete	15	12	09
14—Notch (F) only, each	05	04	03
15—Notch (G) and Lug or Shank (B) complete	20	16	12
15—Notch (G) only, each	10	08	06
Lug or Shank as in Styles 12, 13, 14 and 15, each	10	08	06

In ordering Notches or Lugs be careful to give all measurements, as indicated in diagrams.

EXTRA HEAD RULE CHARGES

Style 4, Grooved Head Rule, any length, each	$0 15
Style 5, Grooved Head Rule, any length, each	25
Style 6, Head Rule, each slot	03
Style 7, Head Rule, each slot	05



Column Rule, Style 10, with Regular Head Rule



Column Rule, Style 11, with Regular Head Rule



Column Rule, Style 12. Head Rule with Brass Slug or Special Grooved Head Rule, Style 4



Column Rule, Style 13. Special Grooved Head Rule, Style 5



Column Rule, Style 14. Special Notched Head Rule, Style 6



Column Rule, Style 15. Special Notched Head Rule, Style 7

PRICE LIST STEEL CUTTING RULES

Prices per Foot	2 Point	3 Point	4 Point	6 Point
Soft (face in center)	No. 102 12 cents	No. 103 15 cents	No. 104 25 cents	No. 106 30 cents
Soft (face on side)	No. 202 12 cents	No. 203 15 cents	No. 204 25 cents	No. 206 30 cents
Hard, black (face in center)	No. 112 15 cents	No. 113 20 cents	No. 114 30 cents	No. 116 35 cents
Hard, black (face on side)	No. 212 15 cents	No. 213 20 cents	No. 214 30 cents	No. 216 35 cents
Hard, polished (face in center)	No. 122 20 cents	No. 123 25 cents	No. 124 35 cents	No. 126 40 cents
Hard, polished (face on side)	No. 222 20 cents	No. 223 25 cents	No. 224 35 cents	No. 226 40 cents

PRICE LIST STEEL CREASING RULES

Prices per Foot	2 Point	3 Point	4 Point	6 Point
Soft	No. 132 12 cents	No. 133 15 cents	No. 134 25 cents	No. 136 30 cents
Hard, black	No. 142 15 cents	No. 143 20 cents	No. 144 30 cents	No. 146 35 cents

BRASS CREASING RULES

2 Point		Per foot $0 16
3 Point		Per foot 22
4 Point		Per foot 27
6 Point		Per foot 40

PERFORATING RULES

	Per Foot		Per Foot
No. 3172, brass, 2 point	$0 20	No. 6122, steel, 2 point	$0 40
No. 3173, brass, 3 point	28	No. 6123, steel, 3 point	50
No. 6172, steel, 2 point	40	No. 6082, steel, 2 point	40
No. 6173, steel, 3 point	50	No. 6083, steel, 3 point	50

Steel Perforating Rule also put up in fonts of 4 feet cut to pica ems of assorted lengths. Per font: 2 pt. $2 00; 3 pt. $2 50

BRASS RULE FOR ROGERS ATTACHMENT TO THE LINOTYPE

The Rogers Attachment to the Linotype machine casts a slot in the linotype slug so that this low brass rule (which is one-fifth the height of regular rule) can be inserted in the slug.

2 Point, per foot	$0 10
2 Point, per pound (60 feet)	6 00
2 Point, cut labor-saving, per pound	8 00
1½ Point, per foot	08
1½ Point, per pound (80 feet)	6 40
1½ Point, cut labor-saving, per pound	9 00

METAL CORNER QUADS IN FONTS

Font No. 1 contains 16 sets, 6 point, with 4 em leg $1 80
Font No. 2 contains 16 sets, 12 point, with 4 em leg 2 55

STEEL CUTTING RULES



Soft or Hard Black Steel Cutting Rule



Hard and Polished Steel Cutting Rule

PERFORATING RULES



Brass Nos. 3172 and 3173 Steel Nos. 6172 and 6173



Steel Nos. 6122 and 6123



Steel Nos. 6082 and 6083



2 Point Brass | 3 Point Brass | 4 Point Brass | 6 Point Brass or Metal | 12 Point Brass or Metal

BRASS AND METAL CORNER QUADS

The use of Corner Quads insures a better junction of mitered corners by preventing them from slipping past each other. They are made in both brass and type metal and sold in sets of four at the following prices:

Brass Corner Quads, 2, 3 or 4 point body, 4 em leg	$0 30	Brass Corner Quads, brazed, 12 point, 4 em leg	$0 90
Brass Corner Quads, 6 point, 3 em leg	65	Metal Corner Quads, 6 point, 4 em leg	30
Brass Corner Quads, brazed, 6 point, 4 em leg	75	Metal Corner Quads, 12 point, 4 em leg	30

TABLE G

STRIP RULE

THESE PRICES ARE FOR PLAIN FACES ONLY

Beveled Linotype Column Rule, made in bodies 4x5 point to 11x12 point. Use larger end of body as basis for price.

Point	1	1½	2	3	4	5	5½	6	7	8	9	10	11	12
Price per foot.....	10c	13c	16c	22c	27c	33c	36c	40c	46c	52c	58c	64c	70c	76c

TABLE G1

FANCY RULE IN STRIPS

THESE PRICES ALSO APPLY TO LITHOTONE, LITHODOT AND PERFORATING RULE

Point	1	1½	2	3	4	6	8	10	12	18	24
Price per foot	13c	17c	20c	28c	35c	50c	64c	80c	95c	$1 40	$1 90

TABLE B

LABOR-SAVING FONTS OF BRASS RULE

REGULAR FONTS DO NOT CONTAIN MITERS, ROUND OR BRAZED CORNERS, WHICH ARE SOLD SEPARATELY IN FONTS AND SETS

Prices also apply to Beveled Linotype Column Rule. Use larger end of body as basis for price.

These prices are for plain rule only, and for fonts put up according to our standard schemes see page 866. Special scheme fonts differing from our standard schemes, and sorts, will be charged according to prices in Tables H and I.

Size Font	1 Point	1½ Point	2 Point	3 Point	4 Point	6 Point	8 Point	10 Point	12 Point	Leaders ①
1 pound	$3 50	$3 00	$2 50	$2 35	$2 20	$2 00	$2 00	$2 00	$2 00	$2 50
2 pound	7 00	6 00	5 00	4 65	4 30	4 00	4 00	4 00	4 00	5 00
3 pound	10 50	9 00	7 50	7 00	6 50	6 00	6 00	6 00	6 00	7 50
5 pound	16 00	13 00	11 50	10 50	9 75	9 50	9 50	9 50	9 50	11 50
10 pound	32 00	26 00	23 00	21 00	19 50	19 00	19 00	19 00	19 00	21 00

① Same price for 6, 8, 10 or 12 point

TABLE B1

LABOR-SAVING FONTS OF LITHOTONE AND LITHODOT BRASS RULE

REGULAR FONTS DO NOT CONTAIN MITERS OR BRAZED CORNERS, WHICH ARE SOLD SEPARATELY IN FONTS AND SETS

These prices are for fonts put up according to our standard schemes, see page 866. Special scheme fonts differing from our standard schemes, and sorts, will be charged according to prices in Tables H and I, plus 25 per cent.

Size Font	1 Point	1½ Point	2 Point	3 Point	4 Point	6 Point	8 Point	10 Point	12 Point
1 pound.....	$4 25	$3 50	$3 25	$3 00	$2 75	$2 50	$2 50	$2 50	$2 50
2 pound.....	8 50	7 00	6 00	5 50	5 25	5 00	5 00	5 00	5 00
3 pound.....	12 50	10 00	9 00	8 25	7 75	7 50	7 50	7 50	7 50
5 pound.....	20 00	16 00	14 00	13 00	12 00	11 75	11 75	11 75	11 75
10 pound.....	40 00	32 00	28 00	26 00	24 00	22 00	22 00	22 00	22 00

FONTS OF MITERS

Fonts of miters are put up at following prices, containing the number of sets as noted. A set of miters consists of four right and four left miters.

TABLE D

PRICES FOR PLAIN RULE

Body	No. of Sets		Price Plain Miters	Price Interlocking Miters
	2½ Ems	5 Ems		
1 to 2 point.....	2	2	$1 10	$1 50
3 and 4 point.....	2	2	1 40	1 80
5 to 6 point.....	2	1	1 30	1 75
7 and 8 point.....	2	1	1 50	1 95
9 and 10 point.....	1	1	1 20	1 50
11 and 12 point.....	1	1	1 40	1 80

TABLE D1

PRICES FOR LITHOTONE RULE, LITHODOT RULE AND ALL FANCY RULE

Body	No. of Sets		Price Plain Miters	Price Interlocking Miters
	2½ Ems	5 Ems		
1 to 2 point.....	2	2	$1 20	$1 60
3 and 4 point.....	2	2	1 60	2 00
5 to 6 point.....	2	1	1 45	1 90
7 and 8 point.....	2	1	1 65	2 10
9 and 10 point.....	1	1	1 35	1 65
11 and 12 point.....	1	1	1 55	1 95

Price List of Brass Rule

BRAZED BRASS CORNERS

MADE FOR ANY BRASS RULE SHOWN EXCEPT LITHODOT BRASS RULE

	Per Set of Four	
	Plain Rule	Lithotone Rule
2, 3, 4 or 6 point, 2x4 ems	$0 75	$0 85
8, 10 or 12 point, 2x4 ems	1 00	1 10
14 point, 3x6 ems	1 25	1 30
18 point, 3x6 ems	1 35	1 50
24 point, 3x6 ems	1 60	1 80

See page 840

BRASS ROUND CORNERS

MADE FOR ANY SINGLE, DOUBLE OR TRIPLE LINE BRASS RULE SHOWN IN THIS CATALOGUE

	Per Set of Four
2, 3, 4 or 6 point (S), 12 point solid body	$0 50
2, 3, 4 or 6 point, 18 point mortised body	75
8 or 10 point, 24 point mortised body	1 00
12 point (A), 24 point mortised body	1 00
12 point, 36 point mortised body	1 25
18 point, 36 point mortised body	1 25

See page 841

CUT RULE

Cut Rule includes the following, which are charged as noted:

Sorts of Brass Rule ..... Tables H and I
Special Scheme Fonts ..... Tables H and I
Advertising Rules ..... Tables H and I
Cross and Head Rules ..... Tables H and I
Sorts of Space Rule ..... Table H
Dash Rules ..... Tables H and I, plus 5 cents
Miters over 7 ems and Page Miters, Tables H and I, plus charges in Table F.

Column Rules, regular and beveled linotype, Table I, plus the following charges for notching:
Each notch over to allow for foot slug, 2c extra.
Each notch under to allow for brass reglet, 5c extra; 50 and over, 4c; 100 and over, 3c.
Each lug for perfecting press chases, 10c extra; 50 and over, 8c; 100 and over, 6c.

TABLE H

PRICES PER 100 PIECES. MORE OR LESS AT SAME RATE

Ems Pica	1 Point	1½ Point	2 Point	3 Point	4 Point	5 Point	5½ Point	6 Point	7 Point	8 Point	9 Point	10 Point	11 Point	12 Point	18 Point
1	$1 00	$1 00	$1 10	$1 50	$1 80	$2 00	$2 20	$2 30	$2 70	$3 10	$3 50	$3 90	$4 20	$4 60	$7 00
1½	1 00	1 10	1 20	1 60	2 00	2 20	2 40	2 60	3 00	3 50	3 90	4 40	4 70	5 20	7 80
2	1 10	1 20	1 30	1 80	2 20	2 50	2 70	2 90	3 40	3 80	4 30	4 80	5 20	5 70	8 60
2½	1 20	1 30	1 50	1 90	2 30	2 70	2 90	3 20	3 70	4 20	4 70	5 30	5 70	6 20	9 20
3	1 20	1 40	1 60	2 10	2 50	3 00	3 20	3 50	4 00	4 60	5 10	5 80	6 20	6 70	10 20
3½	1 30	1 50	1 70	2 20	2 70	3 20	3 50	3 80	4 40	4 90	5 50	6 20	6 70	7 30	11 00
4	1 40	1 60	1 80	2 40	2 90	3 40	3 80	4 20	4 80	5 40	6 00	6 80	7 20	7 80	12 00
4½ and 5	1 60	1 70	2 00	2 70	3 30	3 80	4 20	4 60	5 30	6 00	6 70	7 40	8 10	8 60	13 40
5½ and 6	1 70	1 90	2 20	3 00	3 70	4 30	4 70	5 20	5 90	6 70	7 50	8 30	9 10	9 70	15 00
6½ and 7	1 80	2 10	2 40	3 30	4 00	4 80	5 20	5 70	6 60	7 40	8 30	9 20	10 10	10 70	16 60
7½ and 8	1 90	2 30	2 70	3 60	4 40	5 20	5 70	6 30	7 20	8 20	9 10	10 10	11 00	11 80	18 20
8½ and 9	2 10	2 50	3 00	4 00	4 80	5 70	6 30	6 90	7 90	8 90	10 00	11 00	12 00	12 90	20 00
9½ and 10	2 30	2 70	3 30	4 30	5 30	6 30	6 80	7 50	8 60	9 70	11 00	12 00	13 00	14 00	22 00

TABLE I

PRICES PER PIECE IN CENTS

Ems Pica	In.	1 Point	1½ Point	2 Point	3 Point	4 Point	5 Point	5½ Point	6 Point	7 Point	8 Point	9 Point	10 Point	11 Point	12 Point	18 Point
10½ to 12	2	3	3	4	5	6	7	8	9	10	11	13	14	15	17	26
12½ to 15	2½	3	4	4	6	7	8	9	10	12	13	15	16	18	20	30
15½ to 18	3	4	4	5	7	9	10	11	12	14	16	17	19	21	23	34
18½ to 21	3½	4	5	6	8	10	11	13	14	16	18	20	22	24	26	40
21½ to 24	4	4	5	7	9	11	13	15	16	18	21	22	25	27	30	44
24½ to 27	4½	5	6	7	10	12	14	16	18	20	23	24	27	30	33	48
27½ to 30	5	5	7	8	11	14	16	18	20	22	25	27	30	33	36	54
30½ to 33	5½	6	7	9	12	15	18	19	21	24	27	29	32	35	39	58
33½ to 36	6	6	8	10	13	16	19	21	23	26	29	32	35	39	43	64
36½ to 42	7	7	9	11	14	17	21	23	26	29	33	35	40	44	48	70
42½ to 48	8	8	10	12	16	20	24	26	29	33	37	40	45	50	54	80
48½ to 54	9	9	11	14	18	22	26	29	32	37	41	45	50	56	61	90
54½ to 60	10	10	12	15	20	24	29	32	36	41	46	50	56	62	67	100
60½ to 66	11	10	13	16	22	26	32	35	39	45	50	55	61	67	73	110
66½ to 72	12	11	14	18	24	29	35	37	42	48	55	60	67	73	80	120
72½ to 78	13	12	15	19	26	31	37	41	46	52	59	65	72	79	86	130
78½ to 84	14	13	16	20	28	33	40	44	49	56	63	70	77	85	92	140
84½ to 90	15	14	17	21	30	35	43	47	52	60	67	75	83	91	99	150
90½ to 96	16	14	18	23	32	38	46	50	56	64	72	80	88	97	105	160
96½ to 102	17	15	20	24	33	40	48	53	59	67	76	85	93	103	111	170
102½ to 108	18	16	21	25	34	42	51	55	62	71	81	90	99	108	118	180
108½ to 114	19	17	22	27	36	44	54	59	66	75	85	94	104	114	124	188
114½ to 120	20	18	23	28	38	47	57	61	69	79	89	99	109	119	130	198
120½ to 126	21	19	24	29	40	49	59	65	72	83	93	104	114	125	137	208
126½ to 132	22	20	25	31	42	51	62	68	76	87	98	109	120	132	143	218
132½ to 138	23	20	26	32	43	53	65	71	79	91	102	114	125	137	149	228
138½ to 144	24	21	27	33	45	56	68	74	82	94	107	119	131	143	156	238
144½ to 150	25	....	....	....	....	....	....	....	86	98	111	123	136	149	162	....
150½ to 156	26	....	....	....	....	....	....	....	89	102	115	128	141	155	168	....
156½ to 162	27	....	....	....	....	....	....	....	92	106	119	133	146	161	175	....
162½ to 168	28	....	....	....	....	....	....	....	96	110	123	138	152	167	181	....

For Lithotone and Lithodot Rule, add 25 per cent to above prices in Tables H and I

PRICE LIST OF BRASS RULE

MITERED PAGES—HALF BRAZED

See illustration on page 844

With the open corners mitered plain or interlocking. To the charges below add price per piece as per Tables H and I for the length of rule used. Be sure to state whether measurements given are inside or outside, and if side face rule whether bevel is inside or outside.

Open Corners, Plain Mitered				Price Per Page, Not Including Rule Used	Open Corners, Interlocking Miters			
2, 3 and 4 Point	6, 8 and 10 Point	12 and 14 Point	18 Point and Thicker	When Longest Leg is Less Than	2, 3 and 4 Point	6, 8 and 10 Point	12 and 14 Point	18 Point and Thicker
$0 40	$0 45	$0 55	$0 70	24 ems	$0 50	$0 60	$0 75	$0 95
45	50	60	75	36 ems	55	65	80	1 00
50	55	65	80	48 ems	60	70	85	1 05
55	60	70	85	60 ems	65	75	90	1 10
60	65	75	90	72 ems	70	80	95	1 15

Sixteen pages and more of the same face and size, 10 cents per page less; sixty-four pages, 15 cents per page less.

If made from Fancy, Lithodot or Lithotone Rule the prices in Tables H and I are increased 25 per cent, to which the above charges per page are added.

SOLID PAGES

BRAZED AND SOLDERED

Pages of rule can be furnished by Foundry B, Jersey City, made of Mitered Pages, Half Brazed, with the two mitered corners reinforced and soldered. All four corners *cannot* be brazed.

Price, Tables H and I, plus *double* the charges for Mitered Pages, Half Brazed. Thus the charges for a page of 6 point rule 24x36 ems would be the price of the rule according to Table I, plus $1 00 per page for the brazing and soldering.

MITERS FOR LITHOTONE RULE, LITHODOT RULE AND ALL FANCY RULE

TABLE E2

Body	Prices Per Set of Four Right and Four Left Miters					
	2½ to 3 Ems	3½ to 4 Ems	4½ to 5 Ems	5½ to 6 Ems	6½ to 7 Ems	Extra for Interlocking Miters
1 to 2 point	$0 25	$0 30	$0 35	$0 40	$0 45	$0 10
3 and 4 point	35	40	45	55	60	10
5 and 6 point	45	50	55	60	70	15
8 point	50	60	65	75	80	15
10 point	55	70	80	90	95	15
12 point	65	80	90	1 00	1 10	20
14 point		90	1 00	1 10	1 20	20
16 point		1 00	1 15	1 25	1 40	20
18 point		1 10	1 30	1 45	1 60	20
20 point		1 25	1 40	1 55	1 80	25
24 point		1 35	1 55	1 80	2 00	25

BRASS ROUND CORNERS

FOR FULLFACE RULE

Nos. 18, 18½, 28, 38, 48 or 68, 12 point solid body....$0 50
Nos. 24, 34, 44 or 64, 18 point mortised body..... 75
Nos. 84, 104, 125, 24 point mortised body..... 1 00
Nos. 124, 184, 36 point mortised body..... 1 25

DIE STAMPED FOR FULLFACE RULE

Nos. 25, 35, 45 or 65, 1½x3 ems.....$0 75
Nos. 26, 36, 46 or 66, 1½x1½ ems..... 75
Nos. 27, 37, 47 or 67, 1½x6½ ems..... 75
Nos. 210, 310, 410 or 610, 6½x6½ ems..... 75

BRAZED HALF PANELS

See illustration on page 844

MADE IN ONE, TWO, THREE AND FOUR COLUMN WIDTHS FOR RAPID NEWSPAPER COMPOSITION. OTHER SIZES MADE AT PROPORTIONATE PRICES

Prices Per Set of Two	Ems	2 Pt.	3 Pt.	4 Pt.	6 Pt.	8 Pt.	10 Pt.	12 Pt.	18 Pt.
Plain Rule...	3x13	80	80	80	95	1 00	1 15	1 25	1 50
All Lithotone	3x13	85	85	85	1 00	1 10	1 20	1 35	1 75
Plain Rule...	3x26½	90	90	90	1 10	1 25	1 35	1 50	2 00
All Lithotone	3x26½	95	95	95	1 20	1 35	1 50	1 70	2 25
Plain Rule...	3x40	1 05	1 05	1 05	1 35	1 45	1 65	1 85	2 40
All Lithotone	3x40	1 10	1 10	1 10	1 45	1 60	1 85	2 10	2 75
Plain Rule...	3x53½	1 25	1 25	1 25	1 50	1 75	2 00	2 25	3 00
All Lithotone	3x53½	1 35	1 35	1 35	1 65	1 95	2 25	2 55	3 50

Single, double or triple column panels can be cut in half for emergency pieces with which to make wider columns with straight pieces.

SPECIAL FONTS OF RULE FOR USE WITH BRAZED HALF PANELS

Fonts contain 6 pieces each 1 to 4 ems by ½ ems; 8 pieces each 5 to 10 ems by ems; 2 pieces each 12, 15, 18, 21, 24, 27, 30, 33 and 36 ems (2 inches to 6 inches by ½ inches); 2 pieces each 42, 48, 54, 60 and 72 ems (7 inches to 12 inches).

The font of 6 point rule weighs about 6 pounds.

2 point.....$4 40
3 point..... 6 00
4 point..... 7 60
6 point.....10 80
8 point.....$13 80
10 point..... 16 80
12 point..... 20 00
18 point..... 30 00

For Lithotone or Fancy Rule add 25 per cent.

SETS OF MITERS

MITERS FOR PLAIN RULE — TABLE E1

Body	2½ to 3 Ems	3½ to 4 Ems	4½ to 5 Ems	5½ to 6 Ems	6½ to 7 Ems	Extra for Interlocking Miters
1 to 2 point	$0 25	$0 30	$0 30	$0 35	$0 40	$0 10
3 to 4 point	30	35	40	45	50	10
5 to 6 point	40	45	50	55	60	15
7 to 8 point	45	55	60	65	70	15
9 to 10 point	50	60	70	80	85	15
11 to 12 point	60	70	80	90	1 00	20
14 point		80	90	1 00	1 10	20
16 point		90	1 00	1 15	1 25	20
18 point		1 00	1 15	1 25	1 40	20
20 point		1 10	1 20	1 35	1 55	25
24 point		1 20	1 35	1 55	1 75	25

PAGE MITERS AND MITERS OVER SEVEN EMS

Are sold by the "price per piece," as per Tables H and I for length of rule used, plus the following prices per page or set of miters:

PRICES FOR PLAIN RULE — TABLE F

Pages	1 to 4 Pt. Per Page	5 to 10 Pt. Per Page	11 to 18 Pt. Per Page	Over 18 Pt. Per Page
3 or less	$0 24	$0 30	$0 38	$0 54
4 to 16	20	24	30	38
Over 16	18	21	26	30
*Add	10	15	20	25

*Add this for Interlocking Miters.

If made from Fancy, Lithodot or Lithotone Rule the prices in Tables H and I are increased 25 per cent, to which the above charges per page are added.

PRICE LIST OF BRASS RULE

AMERICAN LINE BRASS LEADERS

LABOR-SAVING FONTS

These prices are for Regular Scheme Fonts. In the 5 pound fonts the longest piece is 15 ems and in the 10 pound fonts 20 ems, cut by half ems pica up to 4 ems and even ems pica above 4 ems.

TABLE C

Size Font	6 Point	8 Point	10 Point	12 Point
1 pound	$2 50	$2 50	$2 50	$2 50
2 pound	5 00	5 00	5 00	5 00
3 pound	7 50	7 50	7 50	7 50
5 pound	11 50	11 50	11 50	11 50
10 pound	21 00	21 00	21 00	21 00

SORTS

Sorts and special scheme fonts are cut to order and sold at "price per piece" listed in Tables H and I. All bodies other than those listed are cut to order only and sold at "price per piece" listed in Tables H and I.

Sorts are sold per 100 pieces at the following prices. For other bodies and lengths see Table H. (*Prices taken from Table H.*)

Ems	1	1½	2	2½	3	3½	4
6 point	$2 30	$2 60	$2 90	$3 20	$3 50	$3 80	$4 20
8 point	3 10	3 50	3 80	4 20	4 60	4 90	5 40
10 point	3 90	4 40	4 80	5 30	5 80	6 20	6 80
12 point	4 60	5 20	5 70	6 20	6 70	7 30	7 80

AUXILIARY FONTS OF BRASS LEADERS

An equal number of pieces of each length 1 to 4 ems by half ems, figured at prices in Table H. Weighing approximately 1 pound.

Point	No. Pieces Each Length	Per Font
6	15	$3 35
8	11	3 25
10	9	3 35
12	7	3 05

BRASS PERFORATING RULE

	Per Foot	①Fonts
No. 3172, 2 point, .930 high	$0 20	$1 30
No. 3172A, 2 point, type high	20	1 30
No. 3173, 3 point, .930 high	28	1 80
No. 3173A, 3 point, type high	28	1 80

①Fonts contain 4 feet cut from 2 to 16 ems.

NOTCHING OR NICKING RULE FOR IDENTIFICATION

Regular and special fonts and cut rules per 100 pieces all bodies.

TABLE J

Prices per 100 Pieces	Less than 200 Pieces	200 to 999 Pieces	1000 to 4999 Pieces
At one end (1 notch)	$0 10	$0 06	$0 04
Both ends (2 notches)	20	12	8
One end and bottom (2 notches)	20	12	8
Both ends and bottom (3 notches)	30	18	12
Both ends and both bottoms (4 notches)	40	24	16
Any position—per notch	10	6	4

5000 pieces and over at one-half the prices for 1000 to 4999 pieces.

BRASS LEADS AND SLUGS

PRICES PER POUND

Point	Strips	Labor-Saving ①	Cut to Measure: 4 Ems to 9½ Ems ②	3 and 3½ Ems	2 and 2½ Ems	1 and 1½ Ems
1	$1 30	$1 60	$1 85	$2 25	$2 75	$3 25
1½	1 25	1 50	1 70	2 00	2 40	2 80
2	1 20	1 35	1 50	1 65	2 00	2 40
3	1 15	1 30	1 45	1 55	1 90	2 30
4	1 10	1 25	1 40	1 50	1 80	2 10
6	1 05	1 20	1 30	1 45	1 70	2 00

①25 pounds and over. Also cut to measure 10 ems and longer, 1 pound and over of a length.

A 25 pound font of 2 pt. Brass Leads contains 74 pieces each length 4 to 25 ems.

②Also 5 and 10 pound Labor-Saving Fonts. Also 10 ems and longer less than 1 pound of a length.

Fonts of 1 point American Line Brass Leads, 1 pound (1 to 20 ems) $2 00

Point	5 lb. Font	10 lb. Font	15 lb. Font	20 lb. Font	25 lb. Font	100 lb. Font
1	$9 25	$18 50	$27 00	$34 00	$40 00	$160 00
1½	8 50	17 00	24 75	31 00	37 50	150 00
2	7 50	15 00	21 75	28 00	33 75	135 00
3	7 00	14 00	21 00	27 00	32 50	130 00
4	7 00	14 00	20 25	26 00	31 25	125 00
6	6 50	13 00	18 75	25 00	30 00	120 00

Special scheme fonts will be billed at the cut-to-measure prices, which are a trifle higher than these regular scheme font prices.

RULE FOR OUTLOOK ENVELOPE

Made of 2 point rule, size of opening of Outlook Envelope, mounted on metal block. Size face of rule 1¼x5 inches. Block trimmed to 10½x33 ems pica.

No. 1022 (¼ point face) $3 50
No. 1082 (1 point face) 3 50

AUXILIARY FONTS OF RULE

FORMERLY SPACE RULE FONTS

Consisting of all faces and bodies from 1 to 12 point, containing an equal number of each length from 1 em pica to 4 ems pica inclusive by ½ ems pica. Fonts weigh, approximately, one pound.

TABLE K

Point	No. Pieces Each Length	Per Font	Point	No. Pieces Each Length	Per Font
1	90	$7 35	6	15	$3 35
1½	59	5 35	7	13	3 35
2	45	4 60	8	11	3 25
3	30	4 05	9	10	3 30
4	22	3 60	10	9	3 35
5	18	3 40	11	8	3 20
5½	16	3 30	12	7	3 05

BRASS SQUARES

Font containing two sets each 6, 8, 10 and 12 point and one set (4) each of 14, 18, 24 and 36 point $2 50

PRICES IN SETS

Point	No. of Sets	Price	Point	No. of Sets	Price
6	5	$0 50	16	2	$0 50
8	4	50	18	2	50
10	3	50	24	1	50
12	3	50	30	1	60
14	2	50	36	1	75

Prices and Weights of Brass Rule in Groups

PRICES OF BRASS RULE TOTALED IN GROUPS

Taken from Tables H and I

These prices are for Plain Rule

Price of One Piece Each	1	1½	2	3	4	5	5½	6	7	8	9	10	11	12	18
1 to 4 by ½ ems	$0.082	$0.091	$0.102	$0.135	$0.164	$0.190	$0.207	$0.225	$0.260	$0.295	$0.330	$0.372	$0.400	$0.435	$0.658
4½ to 10 by ½ ems	.228	.264	.312	.418	.510	.602	.658	.724	.830	.938	1.052	1.160	1.266	1.354	2.102
1 to 10 by ½ ems	.310	.355	.414	.553	.674	.792	.865	.949	1.110	1.233	1.382	1.532	1.666	1.789	2.760
1 to 4 by ems	.047	.052	.058	.078	.094	.109	.119	.129	.149	.169	.189	.213	.228	.248	.378
5 to 10 by ems	.114	.132	.156	.209	.255	.301	.329	.362	.415	.469	.526	.580	.633	.677	1.052
1 to 10 by ems	.161	.184	.214	.287	.349	.410	.448	.491	.564	.638	.715	.793	.861	.925	1.430
11 to 15 by ems	.15	.18	.20	.28	.33	.38	.43	.48	.56	.61	.71	.76	.84	.94	1.42
16 to 20 by ems	.20	.22	.27	.37	.47	.52	.59	.64	.74	.84	.91	1.01	1.11	1.21	1.82
11 to 20 by ems	.35	.40	.47	.65	.80	.90	1.02	1.12	1.30	1.45	1.62	1.77	1.95	2.15	3.24
21 to 25 by ems	.21	.26	.34	.45	.55	.64	.74	.80	.90	1.04	1.10	1.24	1.35	1.49	2.20
26 to 30 by ems	.25	.33	.38	.53	.66	.76	.86	.96	1.06	1.21	1.29	1.44	1.59	1.74	2.58
31 to 36 by ems	.36	.45	.57	.75	.93	1.11	1.20	1.32	1.50	1.68	1.83	2.01	2.22	2.46	3.66
21 to 36 by ems	.82	1.04	1.29	1.73	2.14	2.51	2.80	3.08	3.46	3.93	4.22	4.69	5.16	5.69	8.44
1 to 36 by ½ ems to 10	1.48	1.795	2.174	2.933	3.164	4.202	4.785	5.149	5.87	6.613	7.222	7.992	8.776	9.629	14.44
1 to 36 by ems	1.331	1.624	1.974	2.667	3.289	3.82	4.368	4.691	5.324	6.018	6.555	7.253	7.971	8.765	13.11
37 to 42 by ems	.42	.54	.66	.84	1.02	1.22	1.38	1.56	1.74	1.98	2.10	2.40	2.64	2.88	4.20
43 to 48 by ems	.48	.60	.72	.96	1.20	1.44	1.56	1.74	1.98	2.22	2.40	2.70	3.00	3.24	4.80
49 to 50 by ems	.18	.22	.28	.36	.44	.52	.58	.64	.74	.82	.90	1.00	1.12	1.22	1.80
37 to 50 by ems	1.08	1.36	1.66	2.16	2.66	3.18	3.52	3.94	4.46	5.02	5.40	6.10	6.76	7.34	10.80
1 to 50 by ½ ems to 10	2.56	3.155	3.834	5.093	5.824	7.382	8.305	9.089	10.33	11.633	12.622	14.092	15.476	16.969	25.24
1 to 50 by ems	2.411	2.984	3.634	4.827	5.949	7.00	7.888	8.631	9.984	11.038	11.955	13.353	14.671	16.105	23.91
10 to 30 by ems	.833	1.017	1.223	1.673	2.063	2.363	2.688	2.955	3.346	3.797	4.12	4.57	5.02	5.52	8.24
10 to 36 by ems	1.093	1.467	1.793	2.423	2.993	3.473	3.888	4.275	4.846	5.477	5.95	6.58	7.24	7.98	11.90

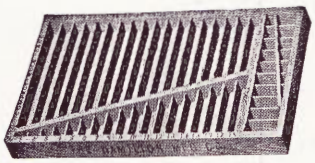
TABLE OF WEIGHTS OF BRASS RULE

Showing the approximate weight of one piece each of different lengths by groups
Weight is given in pounds and decimals of a pound

Size	1	1½	2	3	4	5	5½	6	7	8	9	10	11	12	18
1 to 4 by ½ ems	.011	.017	.022	.033	.044	.055	.061	.066	.077	.088	.099	.111	.121	.132	.198
4½ to 10 by ½ ems	.056	.084	.112	.168	.224	.28	.308	.336	.392	.448	.504	.560	.616	.672	1.008
1 to 10 by ½ ems	.067	.101	.134	.201	.27	.335	.369	.402	.469	.536	.603	.671	.737	8.04	1.206
1 to 4 by ems	.006	.009	.012	.018	.024	.030	.033	.036	.042	.048	.054	.060	.066	.072	.108
5 to 10 by ems	.029	.044	.058	.087	.116	.145	.160	.174	.203	.232	.261	.29	.319	.348	.522
1 to 10 by ems	.035	.053	.070	.105	.140	.175	.193	.21	.245	.280	.315	.35	.385	.420	.630
11 to 15 by ems	.042	.063	.084	.126	.168	.21	.23	.252	.292	.336	.378	.420	.462	.504	.756
16 to 20 by ems	.058	.087	.116	.174	.232	.29	.32	.348	.406	.464	.522	.580	.638	.696	1.044
11 to 20 by ems	.10	.15	.20	.30	.40	.50	.55	.60	.698	.80	.90	1.00	1.10	1.20	1.80
21 to 25 by ems	.074	.11	.15	.22	.30	.37	.41	.44	.52	.59	.66	.74	.81	.89	1.33
26 to 30 by ems	.090	.14	.18	.27	.36	.45	.50	.54	.63	.72	.81	.90	.99	1.08	1.62
31 to 36 by ems	.129	.19	.26	.39	.52	.65	.71	.74	.91	1.03	1.16	1.29	1.42	1.55	2.32
21 to 36 by ems	.293	.44	.59	.88	1.18	1.47	1.62	1.72	2.06	2.34	2.63	2.93	3.22	3.52	5.27
1 to 36 by ½ ems to 10	.46	.69	.92	1.38	1.85	2.31	2.54	2.72	3.23	3.68	4.14	4.60	5.06	5.52	8.28
1 to 36 by ems	.427	.64	.86	1.29	1.72	2.15	2.36	2.53	3.00	3.42	3.84	4.28	4.70	5.14	7.70
37 to 42 by ems	.152	.23	.30	.46	.61	.76	.84	.91	1.06	1.22	1.37	1.52	1.67	1.82	2.74
43 to 48 by ems	.175	.26	.35	.53	.70	.88	.96	1.05	1.23	1.40	1.59	1.75	1.92	2.10	3.15
49 to 50 by ems	.063	.10	.13	.19	.25	.32	.35	.378	.44	.50	.57	.63	.693	.76	1.13
37 to 50 by ems	.39	.59	.78	1.18	1.56	1.96	2.15	2.34	2.73	3.12	3.53	3.90	4.28	4.68	7.02
1 to 50 by ½ ems to 10	.85	1.28	1.70	2.56	3.41	4.26	4.69	5.06	5.95	6.80	7.66	8.50	9.34	10.20	15.30
1 to 50 by ems	.818	1.23	1.64	2.47	3.28	4.11	4.51	4.87	5.73	6.54	7.37	8.18	8.99	9.82	14.72
10 to 30 by ems	.269	.40	.54	.80	1.07	1.34	1.48	1.61	1.88	2.15	2.42	2.69	2.96	3.23	4.85
10 to 36 by ems	.399	60	.80	1.19	1.59	1.99	2.18	2.39	2.79	3.19	3.59	3.99	4.38	4.79	7.18

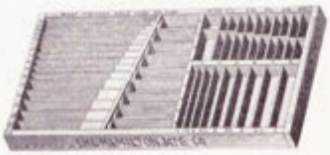
SPECIAL FONTS OF BRASS RULE

Prices given are for 2 point plain rule only, without case. Give number of face when ordering



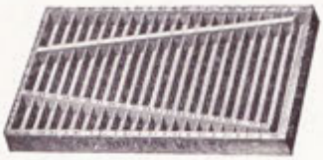
FONT OF 2 POINT RULE NO. 3045A FOR COMPACT QUARTER SIZE RULE CASE

20 pieces each length 1 to 10 ems by ½ ems; 20 pieces each length 11 to 36 ems by ems. Weight about 18 lbs. Price.....$38 00



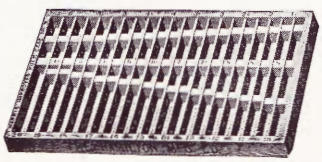
FONT OF 2 POINT RULE NO. 3090A FOR WEST VIRGINIA RULE CASE

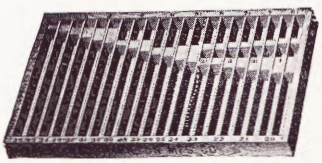
Regular 15 lb. font 1 to 36 ems and 75 pieces each length 1 to 5 ems by ½ ems. Weight about 18 lbs. Price.....$38 00



FONT OF 2 POINT RULE NO. 3050A FOR PERFECTION QUARTER SIZE RULE CASE

36 pieces each length 1 to 10 ems by ½ ems; 36 pieces each length 11 and 12 ems; 18 pieces each length 13 to 36 ems by ems. Weight about 19½ lbs. Price.....$45 00





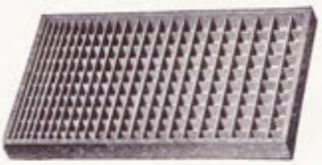
FONT OF 2 POINT RULE NO. 1520A FOR NOS. 3015 AND 3020 HARRIS RULE CASES

72 pieces each length 1 to 9 ems by ½ ems; 36 pieces each length 10 to 24 ems by ems; 18 pieces each length 25 to 36 ems by ems. Weight about 30 lbs. Price.....$69 00



FONT OF BRASS LEADERS TO APPROXIMATELY FILL CASE NO. 3055

Weight about 18 lbs. For 6, 8, 10 or 12 point. Price.....$33 00



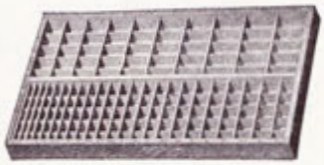
FONT OF 2 POINT RULE NO. 10A FOR TABULAR RULE CASE

600 pieces each length 1 to 3 ems by ems, and 400 pieces each 3½, 4, 4½ and 5 ems. Price.....$68 00



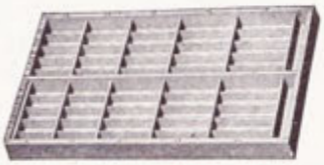
FONT OF 2 POINT RULE NO. 11A FOR TABULAR RULE CASE

200 pieces each length 5½ to 10 ems by ½ ems. Price.....$52 00



FONT OF 2 POINT RULE NO. 15A FOR TABULAR RULE CASE

300 pieces each length 1 to 3 ems by ½ ems; 200 pieces each length 3½, 4, 4½ and 5 ems; 100 pieces each length 5½ to 10 ems by ½ ems. Price $60 00



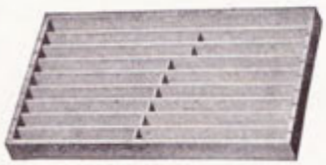
FONT OF 2 POINT RULE NO. 12A FOR TABULAR RULE CASE

100 pieces each length 11 to 20 ems by ems. Price.....$47 00



FONT OF 2 POINT RULE NO. 13A FOR TABULAR RULE CASE

30 pieces each length 21 to 36 ems by ems. Price.....$38 00



FONT OF 2 POINT RULE NO. 14A FOR TABULAR RULE CASE

20 pieces each length 37 to 50 ems by ems. Price.....$33 00



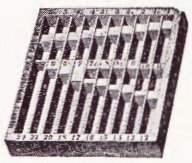
FONT OF 2 POINT RULE NO. 17A FOR TABULAR RULE CASE

400 pieces each length 1 to 3 ems by ½ ems, and 200 pieces each 3½ and 4 ems. Price.....$23 00



FONT OF 2 POINT RULE NO. 3197A FOR MIDGET LEAD CASE

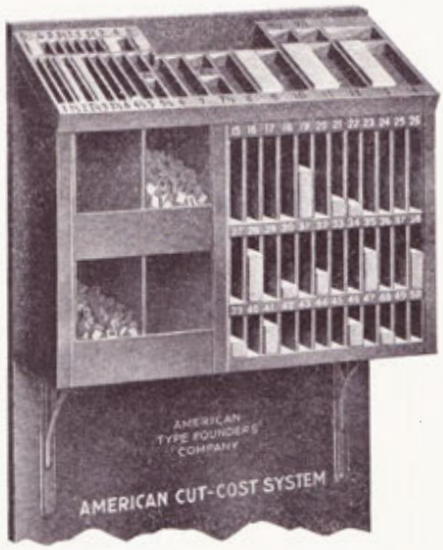
60 pieces each length 1, 2, 3 and 4 ems; 12 pieces each length 1½ to 9½ ems—½ em sizes only; 12 pieces each length 5 to 20 ems by ems. Weight about 3¾ lbs. Price..$11 00



FONT OF 2 POINT RULE NO. 3097A FOR EIGHTH SIZE CASE

20 pieces each 1 to 9 ems by ½ ems; 20 pieces each 10 to 24 ems (except 19, 21 and 23). Weight about 10 lbs. Price.....$18 00

LABOR-SAVING FONTS OF BRASS RULE



Nos. 9041-C (Wood) and 546-C (Steel) Cut-Cost Brass Rule and Quotation Cabinets.

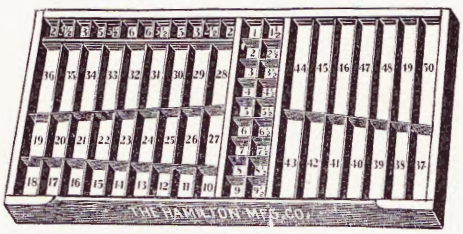
These cabinets hold 2 point Brass Rule as follows: 266 pieces each 1 to 5 picas, graduated by ens, and from 6 to 14 picas, graduated by ems; 100 pieces each 5½, 6½, 7½, 8½, and 9½ picas; 144 pieces each 15 to 26 picas by ems; 96 pieces each 27 to 38 picas by ems; 63 pieces each 39 to 50 picas by ems; and 8 sets of miters 2, 2½, 3, 4 and 5 picas, outside. Unit fonts are supplied as follows:

No. 546-E—Unit font 2 point Labor-Saving Brass Rule for Cabinets Nos. 546, 546-C and 9041, any plain face rule; 70 pieces each 1 to 5 picas by ens; 33 pieces 5½, 6½, 7½, 8½, and 9½ picas; 70 pieces 6, 7, 8, 9 and 10 to 14 picas by ems; 46 pieces 15 to 26 picas by ems; 32 pieces 27 to 38 picas by ems; and 20 pieces 39 to 50 picas by ems (no miters); approx. weight, 58 lbs.; three fonts fill one cabinet. Price, one unit, No. 546-E.....$125 00

No. 546-F—Full font 2 point Miters, any plain face rule; 8 sets each of 2, 2½, 3, 4 and 5 picas outside. Price...$10 00

No. 546-G—Half font 2 point Miters, any plain face rule; 4 sets of lengths as in font No. 546-F. Price.....$5 00

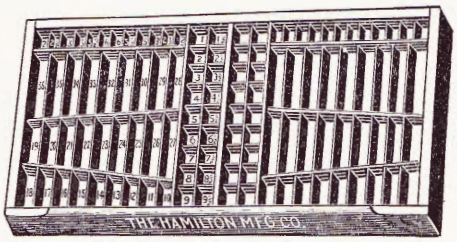
A set of miters consists of 4 right and 4 left miters.



FONT OF 2 POINT RULE NO. 2830A FOR ORDINARY FULL SIZE RULE CASE (1 TO 50 EMS)

50 pieces each length 1 to 10 ems by ½ ems; 50 pieces each length 11 to 50 ems by ems. Weight about 85 lbs. Price.....$170 00

(Boxes for sizes 1 to 9½ ems are 1½x1½ inches; will hold more than 50 pieces of some sizes. Cases have 12 extra boxes 1 inch square for miters and corners.)

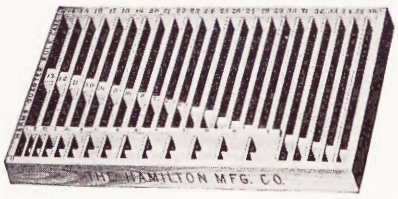


FONT OF 2 POINT RULE NO. 2835A FOR FURNEAUX FULL SIZE RULE CASE

(Case holds 2 fonts of the sizes listed below)

50 pieces each length 1 to 10 ems by ½ ems; 40 pieces each length 11 to 36 ems by ems. Weight about 37 lbs. Price, each font.....$81 00

(Boxes for sizes 1 to 9½ ems are 1½x1½ inches. Case also has 12 boxes for miters or corners for each font.)

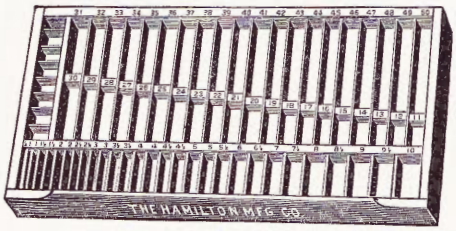


FONT OF 2 POINT RULE NO. 3060A FOR HARMS QUARTER SIZE RULE CASE

40 pieces each length 1 to 7 ems by ½ ems; 16 pieces each length 7½ to 10 ems by ½ ems; 16 pieces each length 11 to 36 ems by ems. Weight about 16 lbs. Price....$37 00

FONT OF 2 POINT RULE FOR TABULAR RULE CASES NOS. 12, 13, 14 AND 15—4 QUARTER CASES IN A BLANK CASE (1 TO 50 EMS)

300 pieces each length 1 to 3 ems by ½ ems; 200 pieces each length 3½ to 5 ems by ½ ems; 100 pieces each length 5½ to 10 ems by ½ ems; 100 pieces each length 11 to 20 ems by ems; 30 pieces each length 21 to 36 ems by ems; 20 pieces each length 37 to 50 ems by ems. Weight about 71 lbs. Price.....$163 00



FONT OF 2 POINT RULE NO. 2845A FOR HARMS FULL SIZE RULE CASE (1 TO 50 EMS)

250 pieces each length 1 to 5 ems by ½ ems; 125 pieces each length 5½ to 10 ems by ½ ems; 40 pieces each length 11 to 36 ems by ems; 40 pieces each length 37 to 50 ems by ems. Weight about 83½ lbs. Price.....$192 00

FONT OF 2 POINT RULE NO. 2845B FOR HARMS FULL SIZE RULE CASE (1 TO 50 EMS)

150 pieces each length 1 to 5 ems by ½ ems; 75 pieces each length 5½ to 10 ems by ½ ems; 40 pieces each length 11 to 20 ems by ems; 30 pieces each length 21 to 36 ems by ems; 20 pieces each length 37 to 50 ems. Weight about 54 lbs. Price.....$124 00

(This font does not fill case and leaves room to sort up on any needed sizes.)

SCHEMES FOR BRASS RULE (EXCEPT COLUMN RULE AND LITHOTONE RULE)

All fonts cut 1 to 10 ems by half ems; 11 ems and longer by ems

Body	Weight	1 to 4	4½ to 10	11 to 15	16 to 20	21 to 25	26 to 30	31 to 36	37 to 42	43 to 50
1 Point	1	8	6	6	3	2				
	2	16	12	12	6	4				
	3	20	16	12	10	6	4			
	5	20	20	16	16	12	8	4		
	10	40	40	32	32	24	16	8		
	15	60	60	48	48	36	24	12		
	20	80	80	64	64	48	32	16		
	25	100	100	80	80	60	40	20		
	L 5	20	16	14	12	10	6	4	2	2
1½ Point	1	6	4	3	2	2				
	2	12	8	6	4	4				
	3	16	10	8	6	4	3			
	5	20	12	12	8	8	4	4		
	10	40	24	24	16	16	8	8		
	15	60	36	36	24	24	12	12		
	20	80	48	48	32	32	16	16		
	25	100	60	60	40	40	20	20		
	L 5	12	10	8	6	4	4	4	2	2
2 Point	1	5	3	2	2	1				
	2	10	6	4	4	2				
	3	10	8	6	5	3	2			
	5	10	10	8	8	6	4	2		
	10	20	20	16	16	12	8	4		
	15	30	30	24	24	18	12	6		
	20	40	40	32	32	24	16	8		
	25	50	50	40	40	30	20	10		
	L 5	10	8	7	6	5	3	2	1	1
3 Point	1	3	3	2	1					
	2	6	6	4	2					
	3	10	6	4	4	2				
	5	10	6	6	4	4	2	2		
	10	20	12	12	8	8	4	4		
	15	30	18	18	12	12	6	6		
	20	40	24	24	16	16	8	8		
	25	50	30	30	20	20	10	10		
	L 5	6	5	4	3	2	2	2	1	1
4 Point	1	3	2	1	1					
	2	4	4	3	2					
	3	7	4	3	3	2				
	5	8	5	4	3	3	2	1		
	10	16	10	8	6	6	4	2		
	15	24	15	12	9	9	6	3		
	20	32	20	16	12	12	8	4		
	25	40	25	20	15	15	10	5		
	L 10	10	8	7	6	5	3	2	1	1
6 Point	1	2	1	1	1					
	2	3	3	2	1					
	3	5	3	2	2	1				
	5	5	3	3	2	2	1	1		
	10	10	6	6	4	4	2	2		
	15	15	9	9	6	6	3	3		
	20	20	12	12	8	8	4	4		
	25	25	15	15	10	10	5	5		
	L 10	6	5	4	3	2	2	2	1	1
8 Point	1	2	2	2	1					
	2	4	2	2	2					
	3	5	3	2	2	1				
	5	6	3	3	2	2				
	10	8	5	4	3	3	2	1		
	15	10	7	6	5	4	3	2		
	20	16	10	8	6	6	4	2		
	25	18	12	10	8	7	5	3		
	L 20	10	8	7	6	5	3	2	1	1
10 Point	1	1	1	①1						
	2	2	2	①2						
	3	4	2	2	1					
	5	5	3	2	2	1				
	10	7	4	3	2	2	2	1		
	15	12	7	5	4	3	2	1		
	20	14	8	6	4	4	4	2		
	25	12	10	8	6	5	4	3		
	L 20	8	6	5	4	3	3	2	1	1
12 Point	1	2	1							
	2	2	2	①1						
	3	3	2	1	1					
	5	3	3	2	1	1				
	10	5	3	3	2	2	1	1		
	15	8	5	4	3	3	2	1		
	20	10	6	6	4	4	2	2		
	25	13	8	7	5	5	3	2		
	L 20	6	5	4	3	2	2	2	1	1

①Omit 15 ems

SCHEMES FOR LITHOTONE BRASS RULE AND COLUMN RULE

LITHOTONE RULES—1 to 4 ems by half ems. Longer sizes by even ems
COLUMN RULES—1 to 4½ ems by half ems. Longer sizes by even ems
These schemes can be used for Plain Rule if fonts are wanted, omitting half em sizes from 4½ to 9½ ems

SCHEMES FOR LITHOTONE BRASS RULE

Body	Weight Lbs.	1 to 4	5 to 10	11 to 15	16 to 20	21 to 25	26 to 30	31 to 36
1 Point Lith.	1	6	6	6	4	4		
	2	8	8	8	6	6		
	3	12	10	8	8	6	6	6
	5	16	16	14	14	10	10	10
	10	32	32	28	28	20	20	20
1½ Point Lith.	1	5	3	3	3	3		
	2	6	6	5	4	4	4	
	3	8	6	6	5	4	4	4
	5	12	10	8	8	8	8	6
	10	24	20	16	16	16	16	12
2 Point Lith.	1	3	3	3	2	2		
	2	4	4	4	3	3	3	
	3	6	5	4	4	3	3	3
	5	8	8	7	7	5	5	5
	10	16	16	14	14	10	10	10
3 Point Lith.	1	4	3	2	2			
	2	4	3	2	2	2	2	
	3	4	4	4	3	3	3	
	5	6	5	4	4	4	4	3
	10	12	10	8	8	8	8	6
4 Point Lith.	1	4	2	2	1			
	2	4	3	2	2	1	1	
	3	4	3	3	3	2	2	
	5	4	4	4	3	3	3	2
	10	8	8	8	6	6	6	4
6 Point Lith.	1	2	2	2				
	2	3	3	3	1	1		
	3	4	3	2	2	1	1	
	5	4	3	3	2	2	1	1
	10	6	5	4	4	3	2	2
8 Point Lith.	1	2	2	2	1			
	2	2	2	2	2	1	①	
	3	4	2	2	2	2	1	
	5	4	2	2	2	2	2	2
	10	4	4	4	3	3	3	2
10 Point Lith.	1	2	1	1	②			
	2	2	2	2	③			
	3	3	2	2	1	1		
	5	4	3	2	2	1	1	
	10	4	4	3	2	2	2	2
12 Point Lith.	1	1	1	1				
	2	2	2	2				
	3	2	2	2	1	①		
	5	3	2	2	2	1	④	
	10	4	3	3	2	2	2	1
18 Point Lith.	3	2	2	2				
	5	2	2	2	1	1		
	10	3	3	2	2	2	1	
	20	4	4	3	3	3	2	2

COLUMN RULE

Body	Weight	1 to 4½	5 to 10	11 to 15	16 to 20	21 to 25	26 to 30	31 to 36	37 to 42	43 to 50
5x6 Column Rule	1	3	2	2						
	2	3	3	3	1	1				
	3	5	3	3	2	1	1			
	5	7	5	3	2	2	2	1		
	10	14	10	6	4	4	4	2		
	15	21	15	9	6	6	6	3		
	20	28	20	12	8	8	8	4		
	L 10	8	6	4	4	3	2	2	2	1
6x7	3	3	3	2	2	1	1			
	5	5	4	3	2	2	1	1		
	10	10	8	6	4	4	2	2		
	L 10	8	6	4	4	3	2	1	1	1
6 Point Column Rule	1	2	2	2						
	2	3	3	2	1	1				
	3	4	3	2	2	1	1			
	5	5	3	3	2	2	2	1		
	10	10	6	6	4	4	4	2		
	15	15	9	9	6	6	6	3		
	20	20	12	12	8	8	8	4		
	25	25	15	15	10	10	10	5		
	L 10	8	6	3	3	2	2	2	2	1
	L 15	12	9	6	4	3	3	3	2	2
	L 20	16	12	6	6	4	4	4	4	2
	L 25	21	17	9	8	6	5	5	4	2

①Add 21 and 22 ems ②Add 16 ems ③Add one each 16, 17, 18 ems ④Add 26, 27, 28 ems

SCHEME FOR BRASS LEADERS

Table shows number of pieces of each length. All fonts cut from 1 to 4 ems by half ems; 5 ems and longer by 12 point ems

3 POUND FONTS		
Body	1 to 4	5 to 10
6 point	15	12
8 point	12	9
10 point	12	6
12 point	9	6

5 POUND FONTS			
Body	1 to 4	5 to 10	11 to 15
6 point	20	13	6
8 point	15	9	5
10 point	12	6	5
12 point	10	5	4

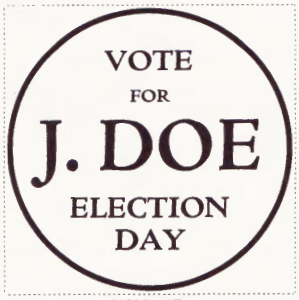
10 POUND FONTS				
Body	1 to 4	5 to 10	11 to 15	16 to 20
6 point	26	16	12	8
8 point	24	12	8	6
10 point	14	10	6	6
12 point	14	8	6	4

One and two pound fonts
⅓ and ⅔ of above schemes

Five pound font running to 20 ems
one-half of the ten pound font

Mortised Metal Circles

Square outside, mortised inside, as indicated by dotted lines



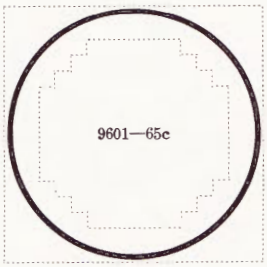
10801—75c



8401—55c



10802—75c





9602—65c







12003—85c











7202—50c



12001—85c

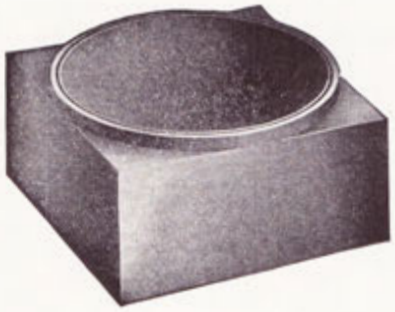






12002—85c

Brass Squaround Circles



Square outside—round inside

Size Block	Face	Price Each
3 em (½ in.)	1432	$1 00
4½ em (¾ in.)	1432	1 10
6 em (1 in.)	1433	1 20
7½ em (1¼ in.)	1433	1 30
9 em (1½ in.)	1433	1 40
10½ em (1¾ in.)	1434	1 50
12 em (2 in.)	1434	1 60
13½ em (2¼ in.)	1435	1 70
15 em (2½ in.)	1435	1 80
16½ em (2¾ in.)	1436	1 90
18 em (3 in.)	1436	2 00

(The size in inches is given for comparison with inch sizes)

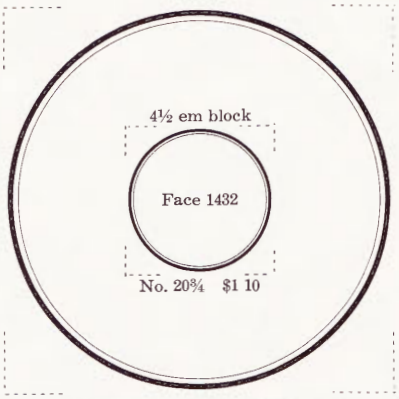
7½ em block Face 1433



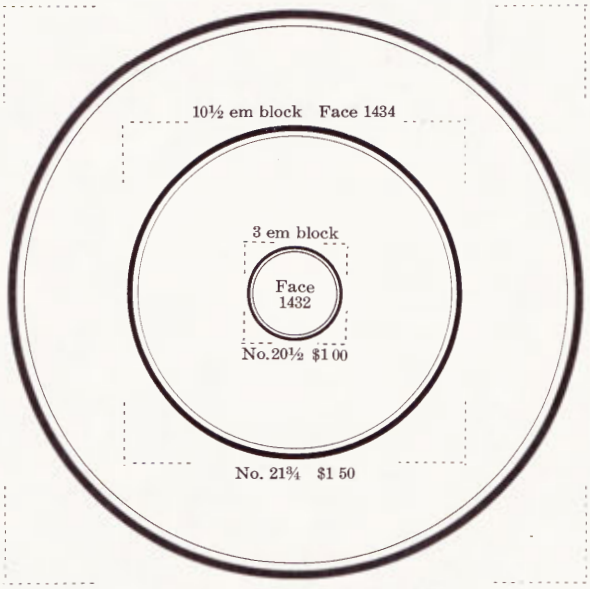
No. 21¼ $1 30

In the above price list we show the popular double rule series No.143, but we can furnish other single, double or triple line faces shown in this catalogue.

The dotted rule at the four corners shows size of the square block on which the circle is made



12 em block Face 1434, No. 22 $1 60



18 em block Face 1436, No. 23 $2 00

Squaround Circles are trimmed to 12 point ems

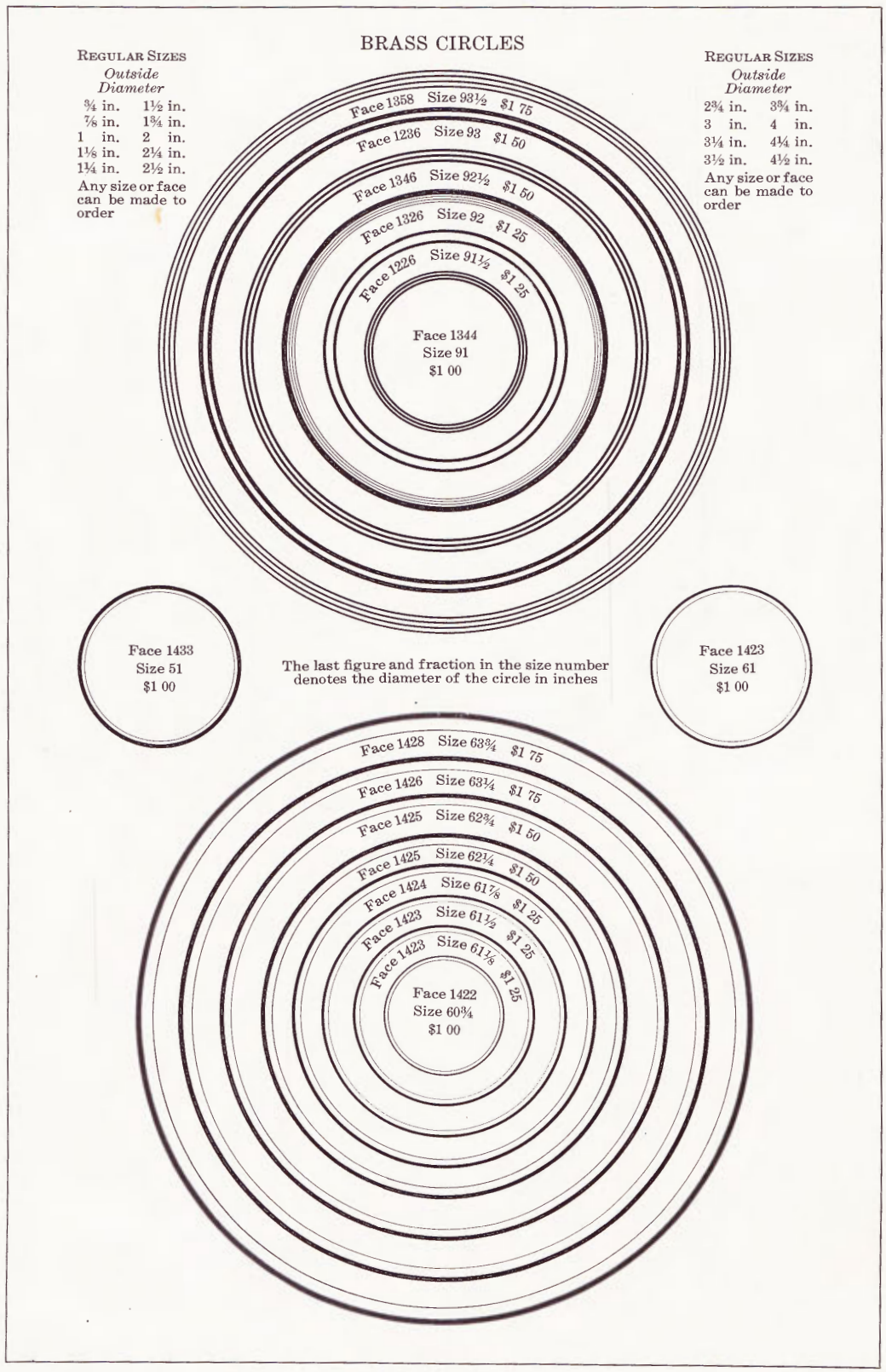


16½ em block Face 1436, No. 22¾ $1 90



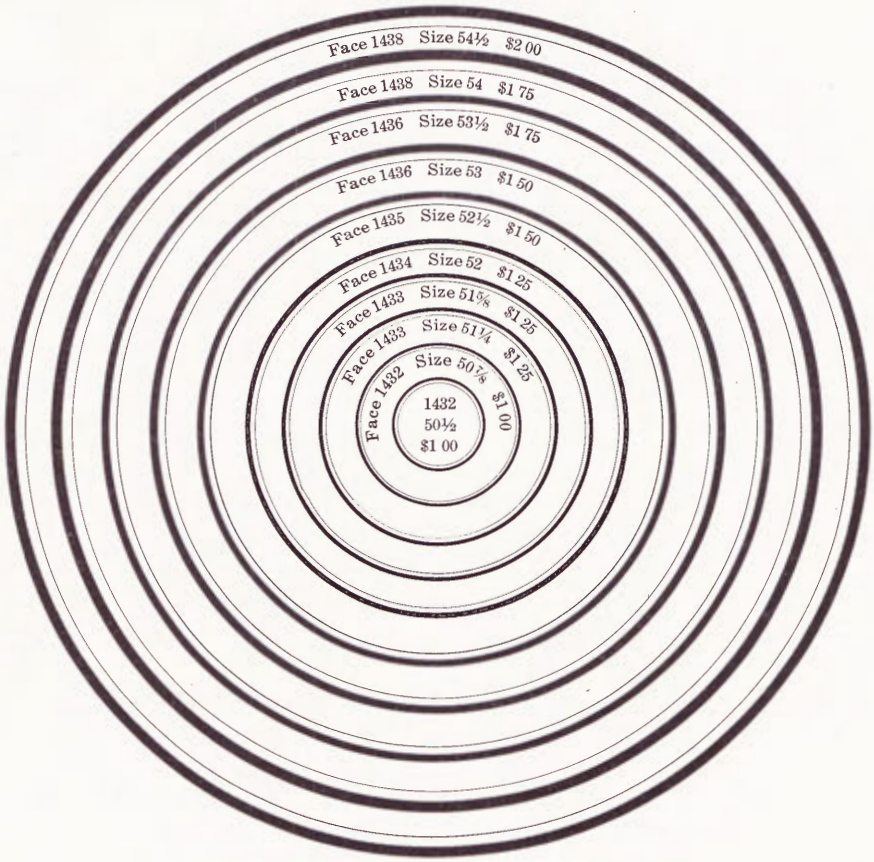
13½ em block Face 1435, No. 22¼ $1 70

Squaround Brass Circles do away with the annoyance of justifying old-style round circles in the form. The matter on inside of circle is set in the usual manner and the Squaround Circle is inserted in the form as easily as a piece of type or furniture

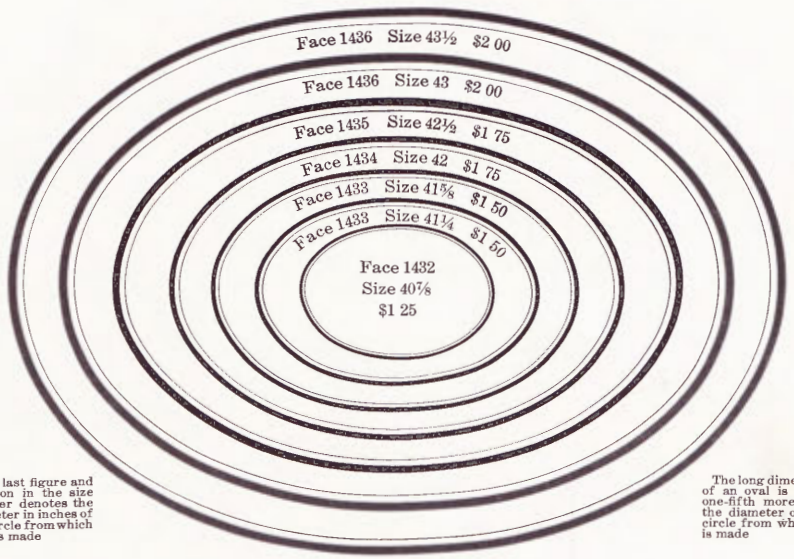

BRASS CIRCLES
REGULAR SIZES
Outside Diameter
¾ in. 1½ in.
⅞ in. 1¾ in.
1 in. 2 in.
1⅛ in. 2¼ in.
1¼ in. 2½ in.
Any size or face can be made to order
REGULAR SIZES
Outside Diameter
2¾ in. 3¾ in.
3 in. 4 in.
3¼ in. 4¼ in.
3½ in. 4½ in.
Any size or face can be made to order
Face 1358 Size 93½ $1 75
Face 1236 Size 93 $1 50
Face 1346 Size 92½ $1 50
Face 1326 Size 92 $1 25
Face 1226 Size 91¼ $1 25
Face 1344
Size 91
$1 00
Face 1433
Size 51
$1 00
The last figure and fraction in the size number denotes the diameter of the circle in inches
Face 1423
Size 61
$1 00
Face 1428 Size 63¾ $1 75
Face 1426 Size 63¼ $1 75
Face 1425 Size 62¾ $1 50
Face 1425 Size 62¼ $1 50
Face 1424 Size 61⅞ $1 25
Face 1423 Size 61½ $1 25
Face 1423 Size 61⅛ $1 25
Face 1422
Size 60¾
$1 00

Brass Circles and Ovals

BRASS CIRCLES



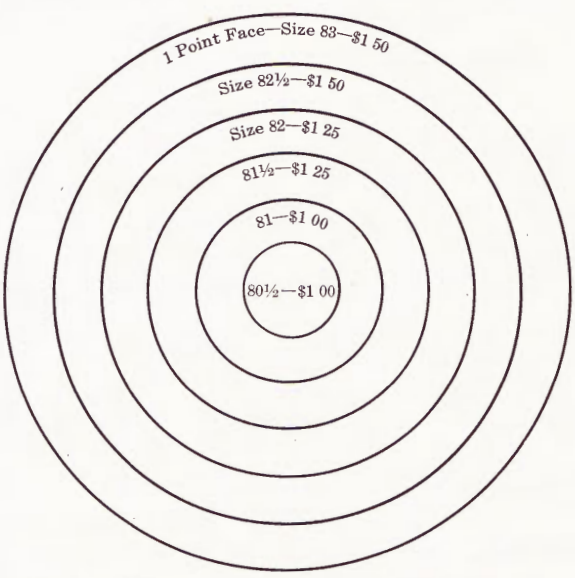
BRASS OVALS

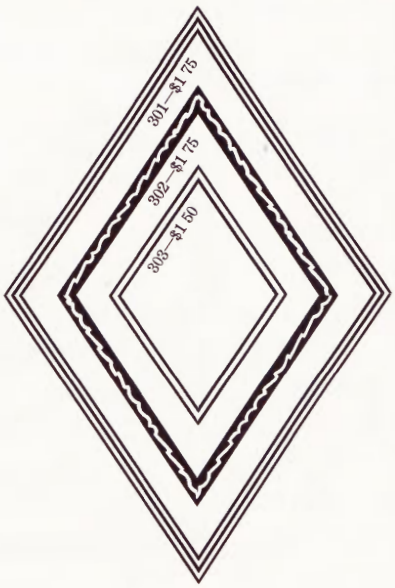


The last figure and fraction in the size number denotes the diameter in inches of the circle from which oval is made

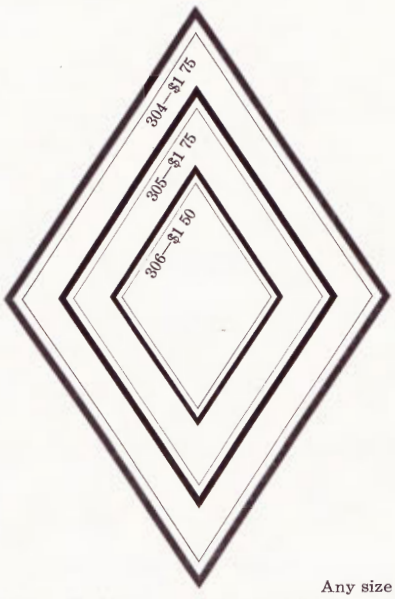
The long dimension of an oval is about one-fifth more than the diameter of the circle from which it is made

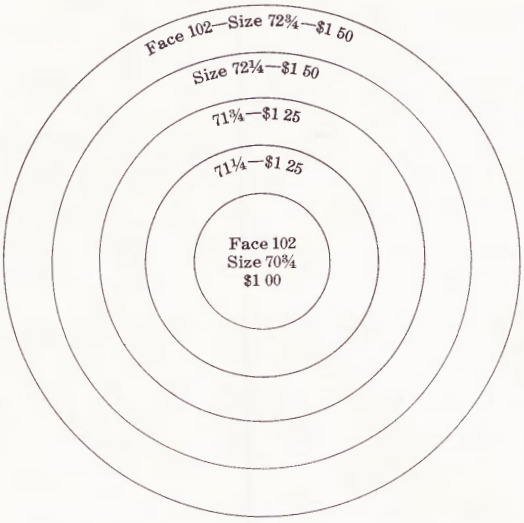
Brass Circles and Diamonds





All ovals and diamonds, unless otherwise ordered, will be made in the proportion of 2 by 3, viz: 2 units wide by 3 units long





Any size or face can be made to order

Brass Circles are made from seamless brass tubing and can be furnished in ⅛ inch graduations to 2 inches, and in ¼ inch graduations to 4½ inches, outside dimensions. Larger or intermediate sizes are brazed

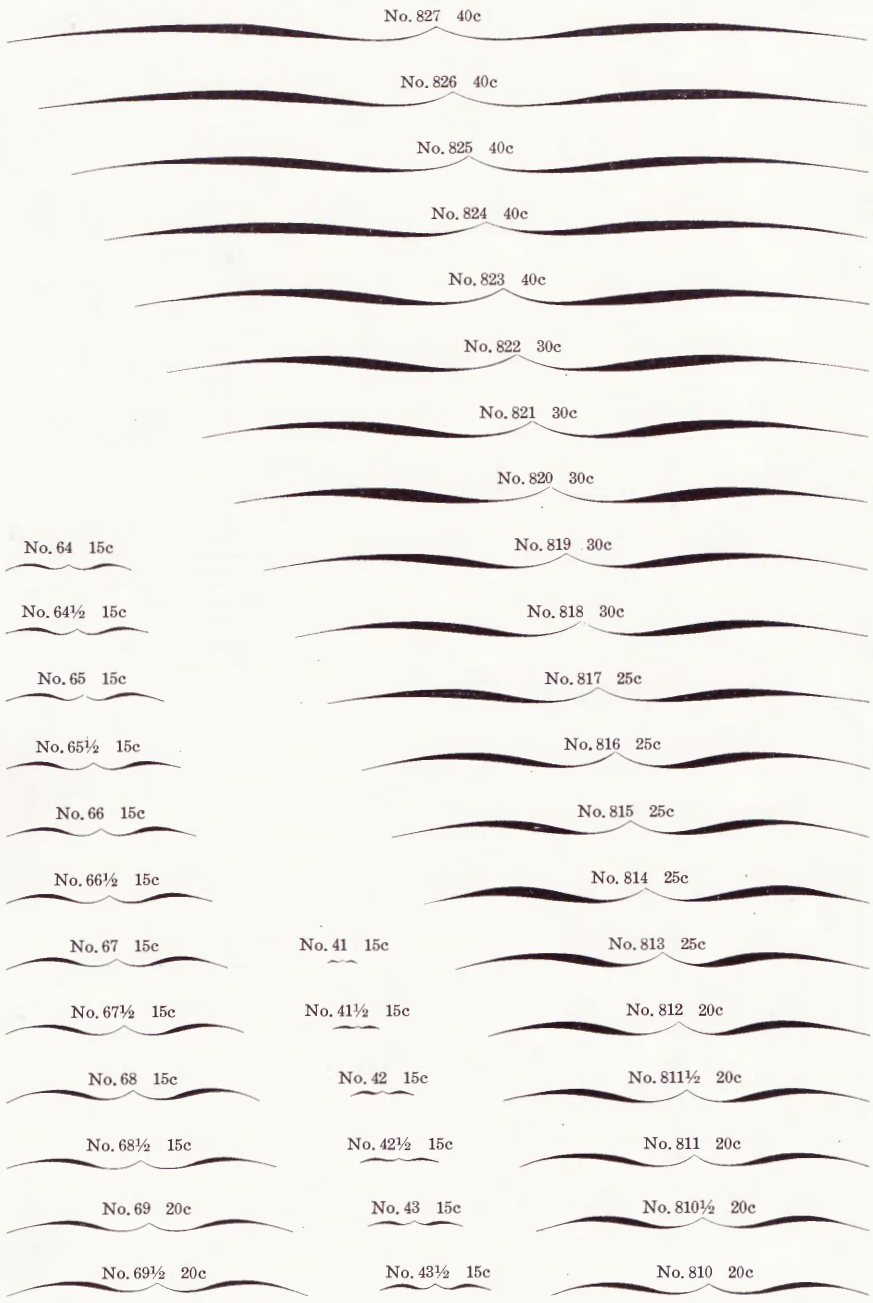
DIAMETER OR LENGTH Diameter of Ovals and Length of Diamonds are figured on the long way of same	CIRCLES		OVALS OR DIAMONDS	
	Plain Rule	Fancy Rule	Plain Rule	Fancy Rule
6 ems and smaller, 1 inch	$1 00	$1 20	$1 25	$1 40
7 to 12 ems, 2 inches	1 25	1 60	1 50	1 90
13 to 18 ems, 3 inches	1 50	2 00	1 75	2 40
19 to 24 ems, 4 inches	1 75	2 25	2 00	2 90
25 to 30 ems, 5 inches	2 00	2 50	2 25	3 40
Each additional inch diameter	40	50	50	60

Octagons are furnished at double the price of plain rule circles. Circles, Ovals and Diamonds mounted in square metal block add 50% to above prices

BRASS BRACES

Font, one of each size, 1 to 27 ems $7 00

Font, one of each size, 4 to 19 ems $4 00



The first number indicates the body, the other number or numbers indicates the length in 12 point ems

BRASS NEWSPAPER DASHES

No. 552	15c	No. 587	15c
No. 554	15c	No. 588	15c
No. 560	15c	No. 590	15c
No. 555	15c	No. 591	15c
No. 558	15c	No. 500	15c
No. 559	15c	No. 503	15c
No. 556	15c	No. 517	15c
No. 564	15c	No. 518	15c
No. 561	15c	No. 512	15c
No. 567	15c	No. 513	15c
No. 569	15c	No. 507	15c
No. 575	15c	No. 526	15c
No. 572	15c	No 531	15c
No. 570	15c	No. 529	15c
No. 573	15c	No. 533	15c
No. 581	15c	No. 534	15c
No. 577	15c	No. 536	15c
No. 584	15c	No. 537	15c
No. 576	15c	No. 538	15c
No. 595	15c	No. 549	15c
No. 583	15c	No. 553	15c

Prices are for single column widths 15 ems or under

Special Faces of Brass Rule

FACES can be made to order containing practically any arrangement of lines and white spaces; but these orders should amount to at least $10.00 value for each special face. Any weight of line in points or fractions, or in thousandths of an inch, can be specially made on any body. Special leaders or dotted rule faces cannot be specially made without making a steel wheel or knurl—but we have a variety of knurls not shown and can usually match very closely, and sometimes exactly, any dotted rule face.

Special Circles and Other Forms

CIRCLES and Ovals of any diameter and any face can be made to order. The faces shown are merely suggestions for size and to show the face usually furnished with a circle of a certain diameter. Diamonds, Hexagons and Octagons can be made of any face and any size. These are soldered (not brazed) and will not stand a great amount of pressure without breaking. Circles, Ovals and other forms can be surrounded with lead metal square block, trimmed to 12 point ems, insuring an even lock-up.

Matching Rule by Sample

IN SENDING sample be sure to send one that is not worn, as it is not possible to tell from a badly worn sample what the weight of the face originally was.

Labor-Saving Rule

LABOR-SAVING Rule in regular scheme fonts is sold at the prices given in Table B. These prices are for regular scheme fonts containing the number of pieces specified in the printed schemes on page 866.

All bodies not listed in Tables B and B1 are so seldom sold in labor-saving fonts that the customer's needs are best satisfied by furnishing us with a list of the number of pieces of each size desired, which will be sold at prices shown in Tables H and I.

If the regular scheme font of Rule or Leaders as listed does not meet customer's requirements, then a special scheme font can be furnished, but this will be sold not by the pound or font, but by the piece according to prices in Tables H and I. For convenience in figuring these special fonts, see page 863 for group prices of Tables H and I.

Addenda

Goudy Bold

120 Point 3 A 4 a

Silt

96 Point 3 A 4 a

Idyl

84 Point 3 A 4 a

Beat

Goudy Handtooled

120 Point 3 A 4 a

Silt

96 Point 3 A 4 a

Idyl

84 Point 3 A 4 a

Beat

For other sizes of Goudy Bold and Goudy Handtooled see pages 46 and 48

Additional Special Characters for Garamond *and Garamond Italic*

In Addition to the *Garamond Italic Swash Characters* shown on page 19, the following special *Garamond Italic* characters (word terminals and logotype) may be obtained in sizes from 6 point to 48 point inclusive:

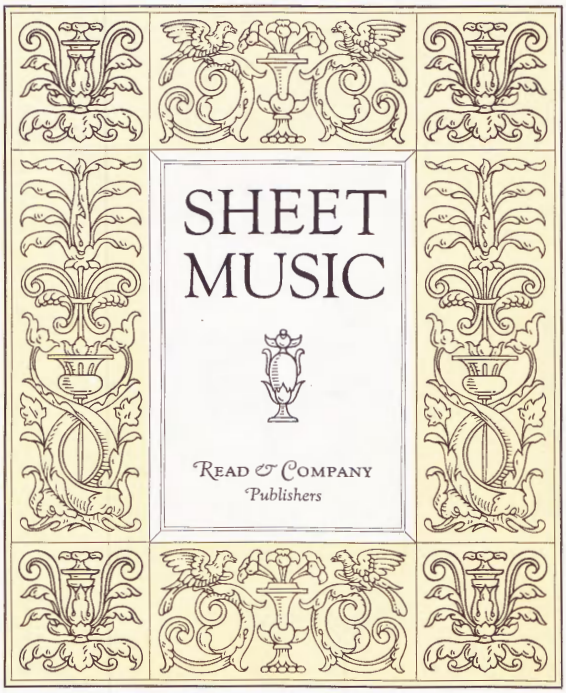
The a e m n t

That the celebrated Garamond Series shown on page 18 may be more serviceable and complete, the following Special Characters and Ornament may be obtained in sizes from 6 point to 72 point inclusive:

a e m n t

CLELAND COMBINATION ORNAMENTS NO. 2

Price per font $9.00




49—45c


48—45c


36
2 for 50c


51
3 for 50c


35
2 for 50c


41
2 for 50c


42
2 for 50c


39—45c


40—45c


47—55c


45—80c


46—70c


37—45c


50—3 for 50c


38—45c


43—50c


44—50c


34—70c


31—70c


33—70c


52—3 for 55c


32—55c

For the larger size of Cleland Combination Ornaments see page 714

CLELAND ORNAMENTS



4233—75c



5437—75c



4230—75c



2435—50c



2439—45c



3638—55c



2432—50c



3634—60c



6036—75c



3631—65c

Accurately Mortised to Points

Cast in Type Molds

For other sizes of Cleland Ornaments see pages 715, 716

STATIONERS INITIALS

24 Point, one color, per set (24 characters) $1.25
24 Point, two colors, per set (48 characters) $2.50

Four of any one character (one color) 45c
Two of any one character (two colors) 45c



For other sizes of Stationers Initials see page 796

VOCATIONAL CAMEOS



3601—2 for 50c



3603—2 for 50c



3604—2 for 50c



3605—2 for 50c



3612—2 for 50c



3613—2 for 50c



3616—2 for 50c



3619—2 for 50c



3614—2 for 50c



3608—2 for 50c



3618—2 for 50c

For other sizes of Vocational Cameos see pages 719-721

TORY INITIALS

48 Point, per set (24 characters) $4.50

Single character 45c



4801 4802 4803 4804 4805

Also made in 72 point, see page 790

Addenda

Civilité Series

True purity of Taste is a quality of the Mind; it is a feeling which can, with little difficulty, be acquired by the Refinement of Intelligence; whereas Purity of Manners is the Result of wise habits, in which all the Interests of the Soul are mingled & in Harmony with the progress of Intelligence— That is why the— harmony of Good Taste— and of Good Manners is more common than the existence of Taste without Manners, or of Manners without Taste—

The Civilité Series is being made in the following sizes: 10, 12, 14, 18, 24, 30, 36 and 48 point. Send for complete showing

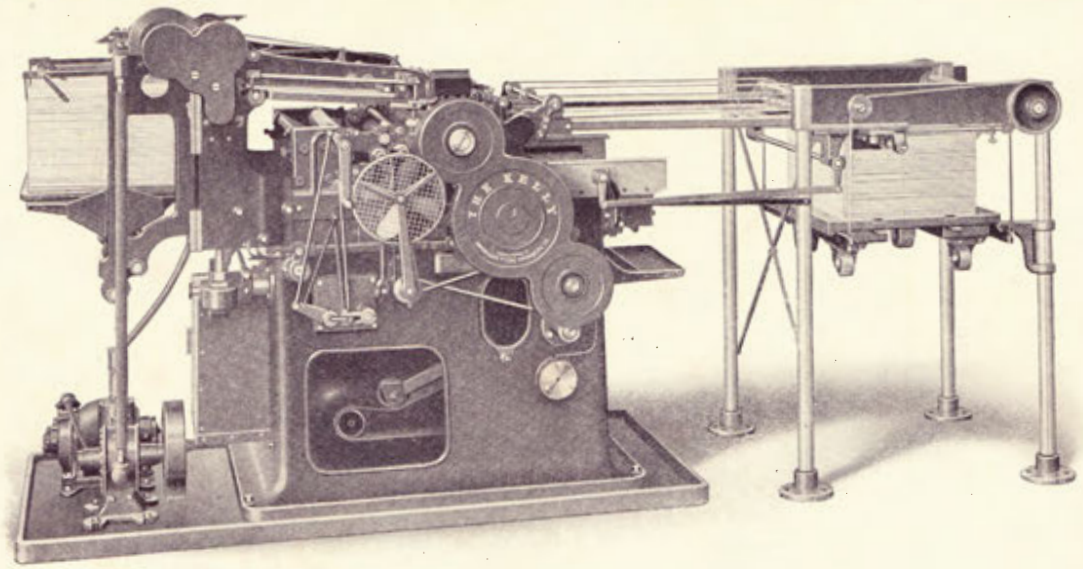
Characters in Complete Font

A B C D E F
G H I J K
L M N O P
Q R S T U V
W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a a b c d d e ε ε— f
g g h h i j k l l m m
n n ŋ o p p q r s s
t t u v w w x y z ȝ
nd ge . , - ' ' : ; ! ?

Typo Roman Shaded

The Empire Botanical Society
desires to inform members and those interested
in botany that
Mr. Edmond Stacey Briand
has been elected a corresponding member
of the society

Typo Roman Shaded is being made in 12, 14, 18, 18 pt. No. 2, 24 and 24 pt. No. 2
Send for complete showing



KELLY AUTOMATIC JOB PRESS, STYLE B, WITH EXTENSION DELIVERY

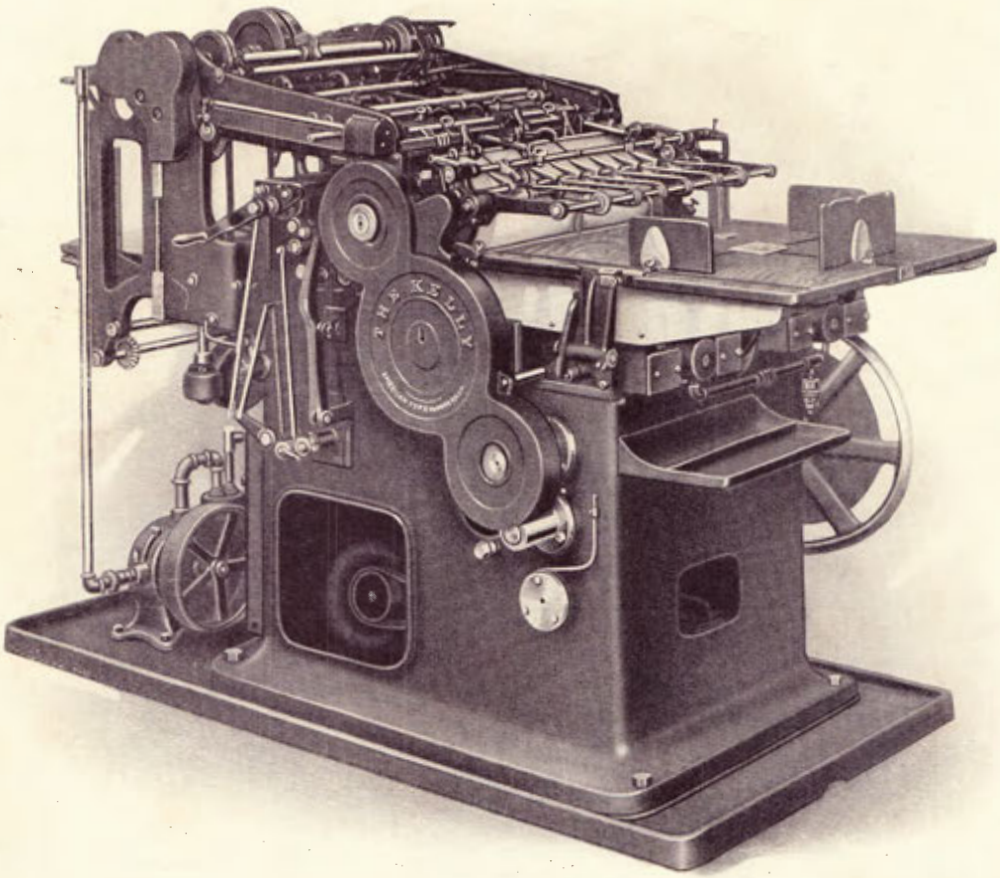
KELLY AUTOMATIC JOB PRESS

A cost-reducing printing unit backed by years of experience

REPEAT ORDERS are the most convincing and the most conclusive evidence of the efficiency of all printing machinery. Users will not add to their equipment unless fully satisfied it is productive and profitable; the Kelly has been favored with an unusual amount of this most desirable class of business. Repeat orders have been placed by nearly 50% of our Kelly Press users. Several thousand Style B Kelly Presses are in constant operation in every state of the Union and abroad. These are convincing facts

American Type Founders Company

For information as to prices, terms, etc., write to nearest Selling House



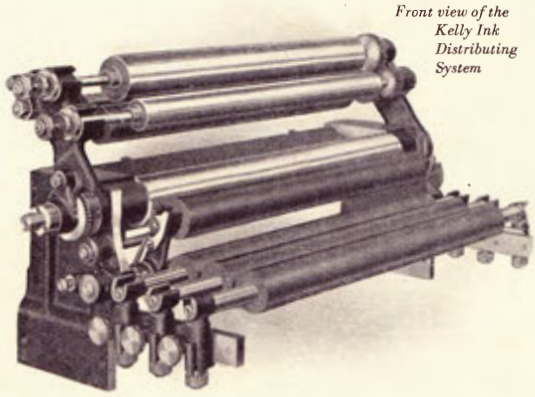
KELLY AUTOMATIC JOB PRESS, STYLE B, WITH JOGGER DELIVERY

The Kelly Automatic Press Style B

A PRESS FOR MAXIMUM SERVICE

The Kelly Automatic Press, Style B, was first offered the printing industry less than ten years ago and instantly became popular for its ability to produce exceptionally high-grade and general printing at low cost, and because its design was along original yet conservative and approved lines, making it easy for the operator to quickly master its simple mechanism. So great was the demand that nearly 2000 presses were sold before any general advertising was distributed, an unparalleled sales experience, which reflects the recognized superiority of the press and its ability to produce printing of the quality, volume and range that have met with the approval of printers everywhere.

Marvelously quick adjustments for changes of work are important features of the Kelly. Simplification, condensation and automaticity are the foundation of these and have made the unit a revelation in this respect. The shortest run and the longest are handled with equal facility. The Kelly Automatic is not a specialized press. It handles nearly every kind of job

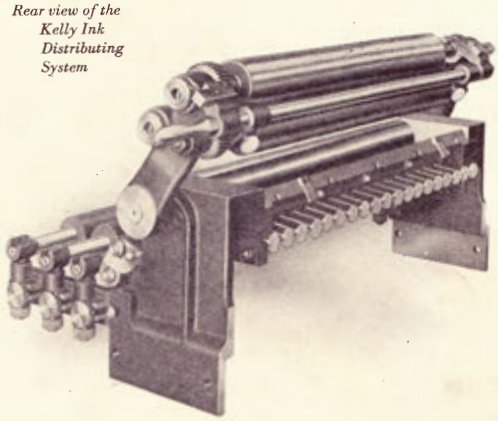


Front view of the Kelly Ink Distributing System

work that comes to the large or small office at a minimum cost, and no special equipment is needed to make its operation satisfactory and productive—just use the ordinary material of the average printing office. Make-ready is easy; the sturdy, unyielding cylinder and bed and the four wide steel-shod tracks, heavily supported on the solid column, make even the slightest overlay perceptible and effective.

The Kelly Automatic Job Press, Style B, is a three-roller flat-bed two-revolution printing unit with automatic feeder, jogger or extension delivery, and with a complete electric motor equipment, including motors, variable speed controller and push-button station for either direct or single-phase alternating current, as may be desired. Electric equipment for voltages and cycles usually called for is carried in stock; other requirements are supplied to order.

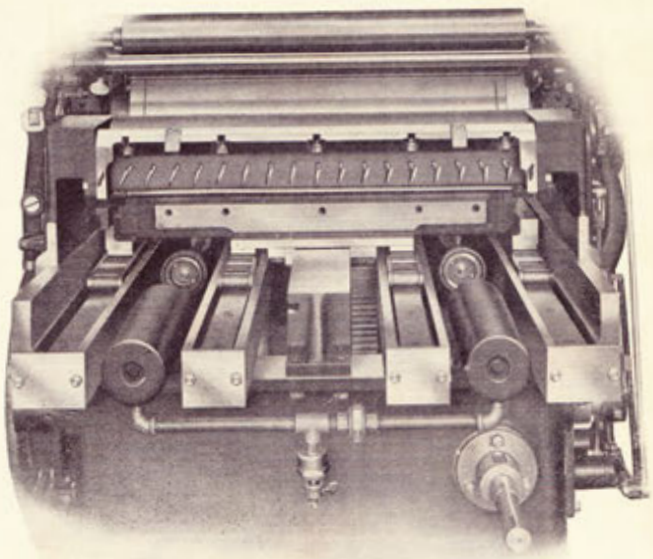
The bed measurement is 19¼ x 22⅜, and sheet 14 x 22 inches; oversize sheets 17x22 inches may be run if the margins are favorable, and on light, open forms a covering of 15¼x22 inches can be obtained on this sized sheet with one roller covering by single rolling. When 22-inch type matter is run the forms are locked on the bed of press or plates are mounted on patent bases. Standard KA Chase measures 15x20¼ inches inside; Skeleton KE Chase, 16⅜x20⅞ inside. This is a larger range of work than can be done on any other job press, whether machine or hand fed.



Rear view of the Kelly Ink Distributing System

The maximum speed recommended, when the press is erected on a good foundation, is 3600 impressions per hour, whether the work is large or small, and the electric equipment is arranged to give this speed, with the usual reductions for special or difficult printing through use of the variable speed controller.

THE DISTRIBUTION—The Kelly system of pyramid ink distribution is most efficient, and consists of three composition form rollers, two steel lateral distributors, composition top riding roller running between the steel distributors, fountain ductor roller and ink plate. The distribution is very thorough and the deposit of ink on the form rollers is such that the finest halftones can be run without trouble. The pyramid system keeps up a continuous flow of thoroughly distributed ink which reaches the form in a thin film, free from dirt and paper dust, owing to the position of the fountain and inking mechanism under the feed table. The brush not only holds the sheet against the cylinder but also removes any particles that may adhere to it and have not been removed by the air blast on the feeder. Rollers and fountain are easily adjusted and cleansed, the entire distributing roller frame swinging up for exposure of all rollers.

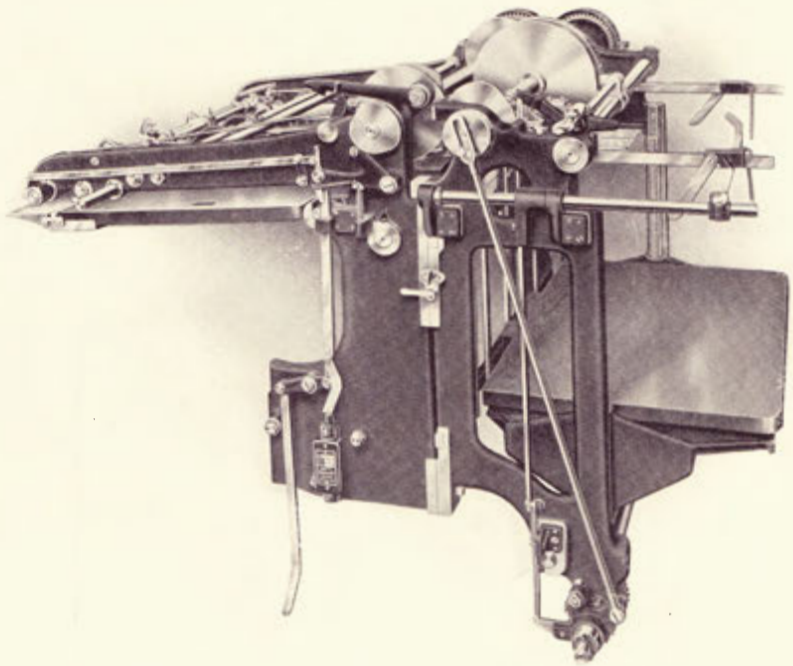


The unyielding bed and cylinder, four tracks and rear air cushions

THE REGISTER—Accurate register is assured through the quick direct action of the specially designed gripper mechanism, the splendidly

conceived bed movement, the spiral register rack and other approved features; all of which, with the positive automatic feeder placing the sheet properly at the feed guides, insure against trouble in this respect.

THE DYNAMIC BRAKE, an integral part of the press motor, is automatic in action and stops the press instantly when the last sheet of the pile is fed, and also if a sheet does not reach the detectors in time, or is crumpled, or if two sheets are taken, or a sheet fails to feed. This is a very valuable feature that is applicable to direct current and single-phase alternating current motors. It makes the Kelly danger-proof, and saves spoilage of make-ready, valuable plates, paper and the operator's time.



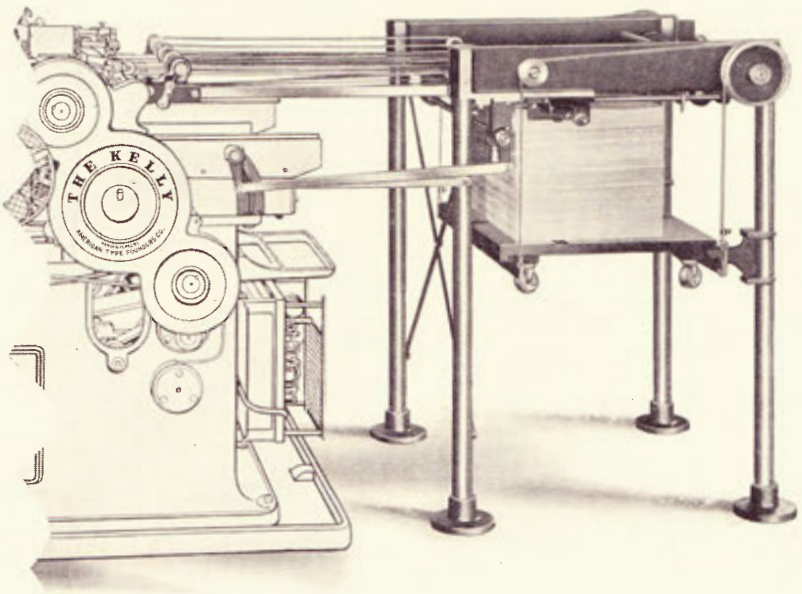
The Kelly Automatic Feeder

The Kelly Automatic Feeder is the pile type carrying 12½ inches of paper on the feed table, which automatically lifts as the stock is fed, suspending operation when the last sheet is taken. A constant blast of filtered air from a rotary motor-driven blower is blown between the top sheets at the front of the pile, separating them perfectly, and making it easy for the suction feed wheels to pick up and carry the top sheet forward to the paper feed rollers operating on the conveyor belt shaft. An ingenious suction tube operating in unison with the suction feed rollers assures the picking up of heavy stock, while the volume of air is controlled by vents on both blast and suction, making regulation for light and heavy paper easy. A calipering device permits but one sheet to go through, after which the sheet is carried by two fixed endless rawhide conveyor belts, under the control of adjustable friction rollers and steel balls, down through the detectors, which also serve to slow the sheet, and is laid gently against the front guides. The snap or side guide next advances, engages and draws the sheet to perfect register. The snap guide is mounted on the feed board and may be placed on either side and is adjustable by means of a finely threaded screw.

The Kelly Automatic Feeder is gear driven and so designed that it takes up but little space outside of the frame of the press and appears as an integral part of the machine. It may be instantly disconnected, and automatic feeding suspended, by pulling the feeder clutch head, after which hand feeding is possible by lifting the sheet conveyor parts attached

to a swinging frame, fulcrumed on the main shaft. A change from automatic to hand feeding is rarely necessary except in the case of certain died-out stock and made-up envelopes, but it can be made instantly while the press is running without disarranging the timing of the feeder. The hardwood feed table may also be swung upward and fastened to give room for make-ready and access to rollers and fountain.

The range of stock that the feeder will handle is varied, and includes nearly everything ordinarily used in the printing office. Onionskin, non-curling gum papers, antique and cameo-finish or glazed papers are easily handled, as well as light cardboard that will wrap around and conform to the periphery of the cylinder. The Kelly suction system of feeding is seemingly without limitation within the range described above and is daily handling qualities of stock that a few years ago were thought impossible of feeding automatically. Finished and coated paper is not marked, or printed-side-up sheets rubbed or smutted, as in other types of feeders. Substantial savings result.



The Kelly Extension Delivery

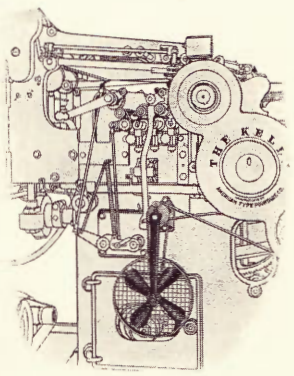
The Kelly Extension Delivery, an extra attachment, may be placed on any Kelly Press new or old, and is a valuable addition now generally ordered. Its use minimizes offset and slip-sheeting, as the ink through exposure to air has time to partially set before the sheet reaches the pile. Spoilage through handling and the operator's time are also saved. Two delivery trucks and truck handle are parts of the equipment. Each truck holds a pile of paper thirty inches high and is mounted on castors to permit the load to be easily moved away and the second truck substituted without handling or disturbing the pile. A jogger is part of the extension delivery equipment.

Access to form on the bed of the press is not obstructed, as the delivery frame connected to the press swings up out of the way and is replaced without adjustment. Short runs are handled as easily and jogged as perfectly as long runs. When a Kelly Automatic Press is ordered equipped with extension delivery, the regular jogger delivery is omitted.

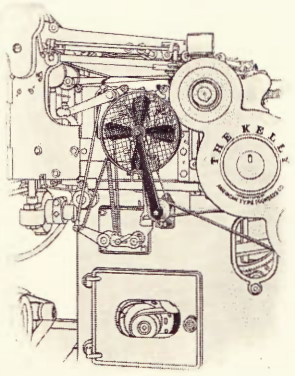
Floor Space—The floor space over all of the Kelly Automatic Press, Style B, equipped with automatic feeder, jogger delivery, motors and blower, is 6 feet 6 inches long by 3 feet 6 inches wide. When equipped with extension delivery, the length is 10 feet 6 inches, the width remaining the same. The height with feed board raised is 6 feet 9 inches; with feed board lowered to operating position, 4 feet 8 inches. Length of floor plate, 6 feet 1 inch; width, 3 feet 1 inch.

The Kelly Press Roller Cooling Fan

The Kelly Press Roller Fan is an extra attachment of real merit which helps to keep the composition rollers in proper working condition in the hot, humid weather, thereby aiding continuous production at the time when roller troubles are the most annoying and the cause of pressroom delays. No electricity is used, as the fan is mechanically driven and easily attached. By simply loosening a thumbscrew the fan may be swung down out of position while not in use or when setting the rollers. A slotted hole is provided to take up the slack of the driving belt. The fan is attachable to all Kelly Automatic Presses.



Kelly Press Roller Fan out of working position



Kelly Press Roller Fan in working position

A Simple Double-Rolling Device is part of feeder equipment and may be made operative in less than a minute. When it is desired to double roll a heavy solid form or background this device is used, allowing the suction wheels to miss every other revolution and the press to automatically trip correspondingly. The Kelly Automatics are the only printing units having such an attachment.

Kelly Press Lock-up Bars—For locking up oversize forms on bed of the press these steel bars, 22¼ inches long and 1¼ inches wide, will be found very convenient. They are placed at the head and foot of form, supplanting the customary wood furniture and greatly assisting register because of their accuracy. These bars are extra and sold in pairs.

Power Consumption—The press motor for direct current is one horsepower, and for alternating current owing to the starting torque, two horsepower. The blower motor, either direct or alternating, is one-half horsepower. After starting, the actual consumption is less than one and one-half horsepower for the complete unit.

Electric Equipment—The Kelly Automatic Press, Style B, is sold only with electric equipment, and motors and controllers furnished by us for direct and single-phase alternating currents have special attachments that add greatly to the efficiency of the unit and are necessary for automatic control. One set of cast rollers, extra roller stocks, steel chase, counter, oil can, wrenches, instruction and part books are supplied with each Kelly Automatic Press.

Weight and Packing Information—The Kelly Press and Feeder are shipped in separate fully enclosed boxes, the floor plate is crated, and the extension delivery fully boxed. The press motor is in position in the column and the blower and blower motor are packed in the feeder box. Dimensions for domestic shipment and gross and net weights are as follows:

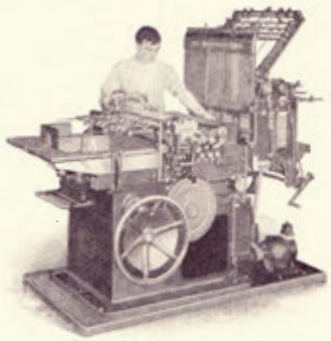
Outside Dimensions of Box for	Height	Length	Width	Cubic Feet	Gross Weight	Net Weight
Kelly Press	4 ft. 4 in.	5 ft. 3 in.	4 ft. 7 in.	105	3700	3175
Kelly Feeder	3 ft. 9 in.	4 ft. —	3 ft. 4 in.	57	965	650
Kelly Floor Plate	3 ft. —	6 ft. 11 in.	— 8 in.	14	600	545
Kelly Extension Delivery	4 ft. 6 in.	4 ft. —	4 ft. —	72	750	475
			Totals	248	6015	4845

Gross weight for export shipment, 350 pounds greater.

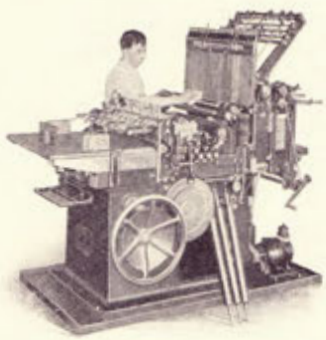
Removed from the packing box, the Kelly Press will go through a space of 44 inches; the Kelly Feeder, 36 inches. For doors of less space the press must be partially dismantled by the installer.

How the Kelly Automatic is Handled

Every provision has been made for quick changes of stock and forms, and for saving the operator's time. The result is longer producing hours and larger output. No flat-bed press approaches the Kelly in these typical well conceived Kelly Press conveniences.



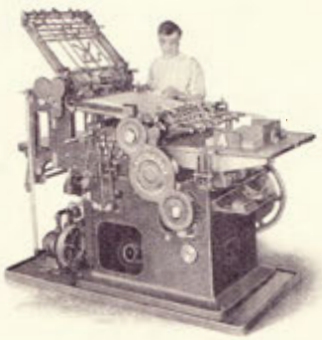
Setting the ink fountain on a Kelly Automatic Press



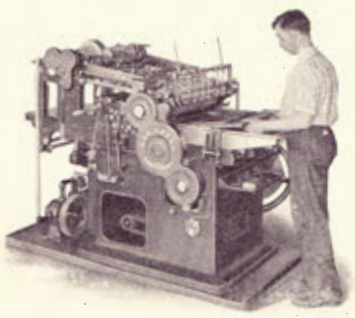
All rollers exposed for easy wash-up



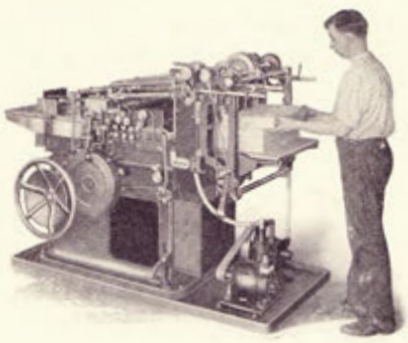
Clear space for quick make-ready



Instant change from automatic to hand feeding



Open space on bed for placing form



Loading the pile table at rear of press

Short runs and long runs are alike to the Kelly. There are no adjustment delays, no guessing, no trying, no spoiled stock. Mechanical appliances locate the position of all adjustable parts. The Kelly takes a larger form, runs at greater speed, and produces a higher quality of work than any other automatic job press. Every user will subscribe to these facts.

What Kelly Press Users Say

Opinions of users are an indication of how successfully the Kelly Automatic Press is operated and show its unrivaled earning capacity. The quotations below came to us unsolicited from customers in all parts of the country and we have the originals on file for those interested. The wise printer will always consider and profit by the experiences of his fellow craftsmen.

Read the following quotations from letters recently received

"Our machine has given us complete satisfaction since its purchase."—MONTANA.

"From the money-earning standpoint the Kelly is a press without an alibi."—BOSTON.

"The press is in excellent running condition and is giving satisfaction in every way."—MAINE.

"Our press is running full capacity every day and without any trouble whatever."—ILLINOIS.

"We might at this time say that our Kelly Press is giving us wonderful results and has more than come up to our expectations."—UTAH.

"We consider it the best investment we have ever made. The only fault we have to find is that we did not install one years ago."—NEW YORK CITY.

"The Kelly Press has given us complete satisfaction. We have had no mechanical difficulties and are able to get out more work at less cost than with our previous equipment."—RHODE ISLAND.

"The new Kelly Press which you installed in our plant recently is the second machine of this type. . . . The Kelly has done more than anything else to improve our pressroom efficiency."—IOWA.

"Our Kelly Press has been running in first-class shape and we are delighted with the results. In fact we have been told that we are getting record runs from this press. We wish that we had another."—CANADA.

"The Kelly has given entirely satisfactory service; in fact its performance has been remarkable in view of the fact that none of our printers have previously had any experience with a cylinder."—CONNECTICUT.

"Our work is of a rather exacting character typical of university printing in general and we are experiencing no difficulty in maintaining a high standard from the Kelly—the Kelly is all to the good."—CALIFORNIA.

"We think the two Kelly Presses working in our plant have been one of the chief causes of our having the best printing business we ever had at this time. We have not had a dull day through all the industrial depression. The maximum output of our two Kellys is booked for several weeks ahead."—VIRGINIA.

"I have had the best of results with the Kelly Press installed. . . . . Have only words of praise for the machine, which has given me no trouble at all. The first job I ran after your erector left was a four-color one and the register was perfect. The next job was 100,000 deposit tickets, sheet 14x17, ten up. Run was started at one o'clock and was completed, form off, and press and fountain washed in 4½ hours' time."—DELAWARE.

"We could say a whole lot but can express our satisfied feelings in very few words by saying that we think it (the Kelly) is one of the best investments ever made for our pressroom. . . . . Anticipate the installation of another similar press or your larger one in a short time."—OHIO.

"Thought perhaps you would be interested to know that our pressman kept time on the work and the Kelly delivered the goods according to your schedule. The job went through the press six times and we are very proud of the work as well as pleased with the Kelly Press performance."—TEXAS.

"Your Kelly Press is a smooth-running, productive machine. . . . . We are just finishing on some colored cards which certainly demonstrate that the Kelly gives absolute register. We hope our business will expand to such an extent that some day we shall be able to use more than one of your presses."—MASSACHUSETTS.

"Our Kelly Press is giving eminent satisfaction, which we know you will be pleased to hear. Our Little Kelly, No. 1358, has printed over eight million impressions in three years. There has been no expense for repairs or new parts. Our Kelly is depended upon to make the shop pay-roll and it has never failed to produce."—NORTH CAROLINA.

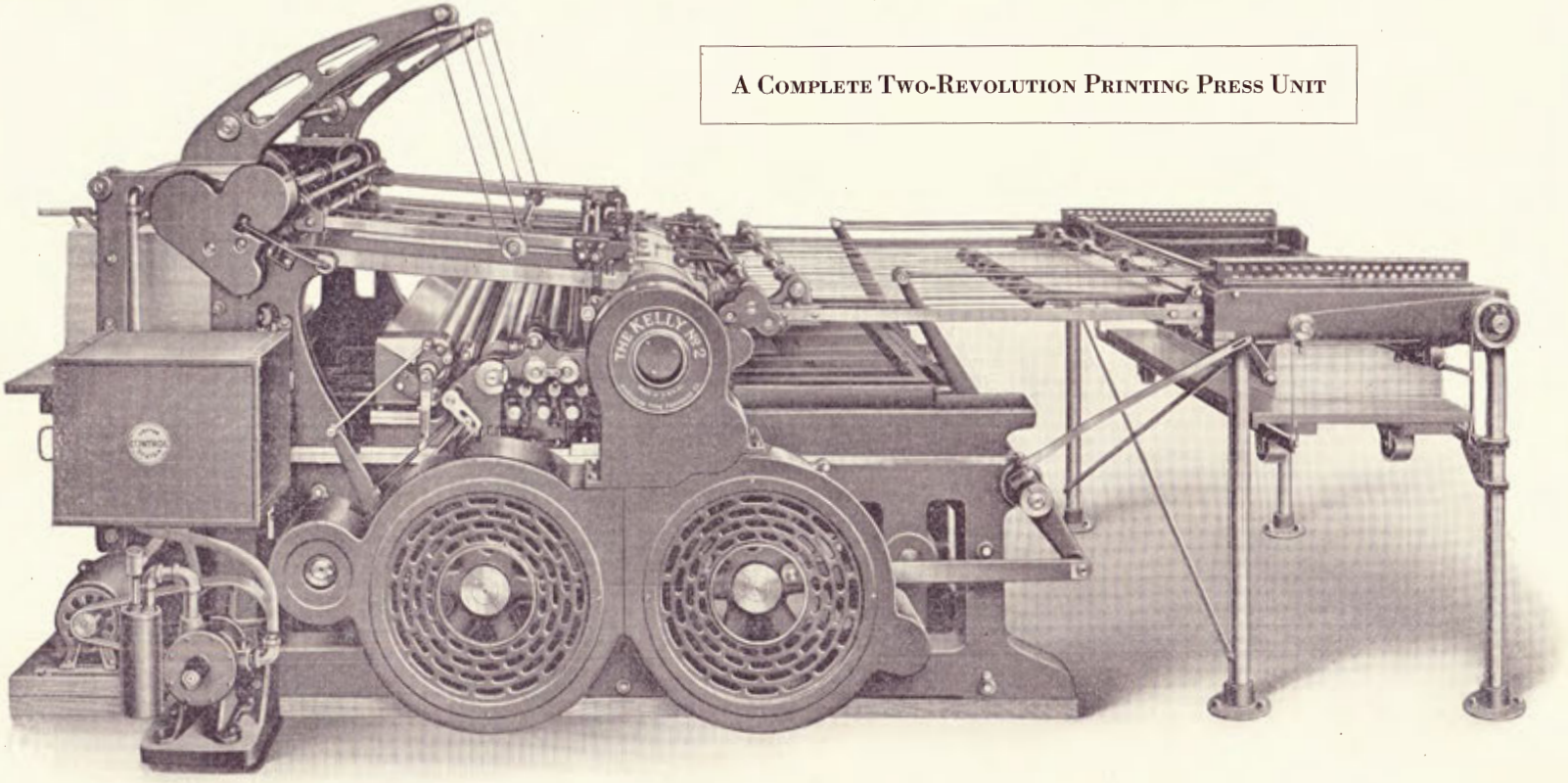
"Everything good that can be said about a press we can say about the Kelly. Press has been in our plant four or five years, has run constantly, and we are getting just as much production now as we did at the very beginning and there seems to be no more wear and certainly no expense. We are not only getting splendid production, but we are getting splendid work, and feel very kindly toward the Kelly."—TENNESSEE.

"I wanted something to replace slow-going platens on long runs and turn out a better class of work. Six years ago I became the first owner of a Kelly Press in the State of New Jersey and to-day I hold my own with anyone for turning out good work. I can put on a solid plate form in colors, single roll up to the capacity of the press. Register is perfect, running at top speed. Have nothing but the highest praise on the service given me."—NEW JERSEY.

"The Kelly Press installed in our plant about six months ago has up to date been giving us the best of service and satisfaction, and has proven every claim made for it. Due to its simplicity of construction and operation our pressmen, without previous experience, found no difficulty in operating this press. It has been doing three-color and four-color jobs with the closest of register and has accomplished them all in the highest possible standard."—CHICAGO.

THE KELLY AUTOMATIC PRESS No. 2

A Complete Two-Revolution Printing Press Unit



AMERICAN TYPE FOUNDERS COMPANY, *Manufacturer*

For information as to prices, terms, etc., write to nearest Selling House

THE KELLY AUTOMATIC PRESS No. 2

BED MEASUREMENT, 28½x35½ INCHES
SIZE OF SHEET, 22x34 INCHES SIZE OF FORM, 21x34 INCHES

The remarkable success of the Kelly Automatic Press, Style B, and the insistent demands of customers for a larger press built along the same labor-saving lines, led to the designing of the Kelly Automatic No. 2. Every time-saving, quick-handling feature of the Style B Press has been retained in the new size, with additional refinements and new features which have further enhanced the Kelly reputation as a producer and cost reducer—a press without a rival, and one from which a maximum of service is obtained.

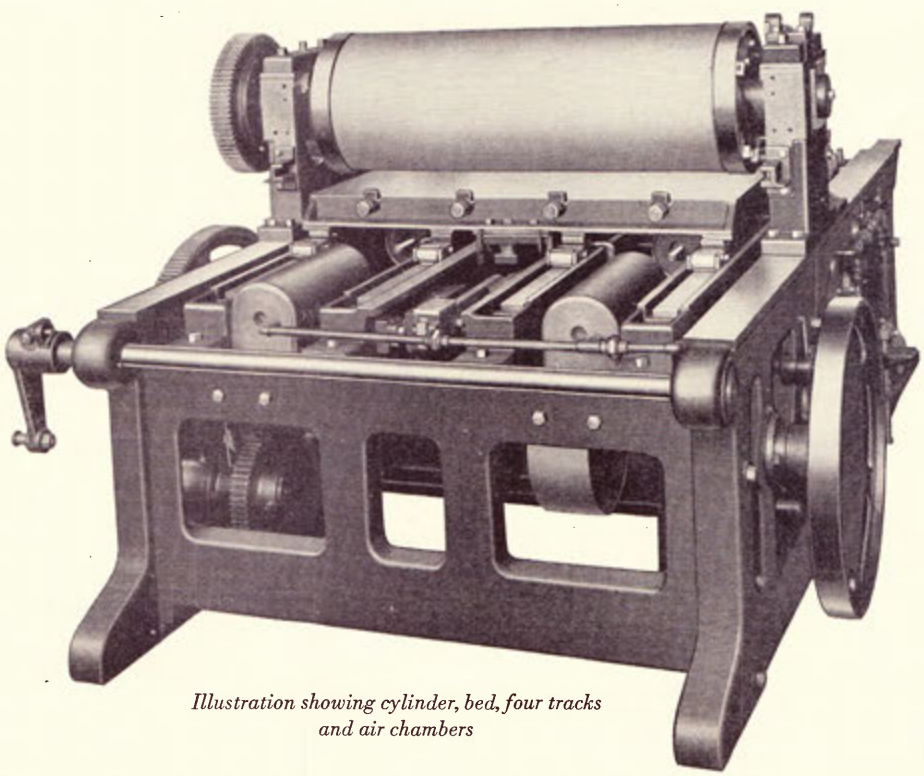


Illustration showing cylinder, bed, four tracks and air chambers

Heavily built, with massive side frames and supporting girders, four wide nickel steel-shod tracks, bed and cylinder which will not yield or spring under the heaviest impressional strain, with a double pyramid ink distributing system, and high speed, the Kelly Automatic Press No. 2 is offered in full confidence that its extraordinary merit will meet with the approval of all who appreciate a scientifically designed printing unit of the higher class, a press built for the definite purpose of providing more profit for the owner and for easy and quick handling by the operator.

The Kelly Automatic Press No. 2 is a distinct departure from old lines in printing press designing and introduces a new economical

standard in the pressroom. It is the first two-revolution cylinder that is complete in every detail, with press, automatic feeder, extension delivery and electrical equipment designed and built as one unit and so assembled and tested in one factory before shipment. There is no division of responsibility in operating efficiency.

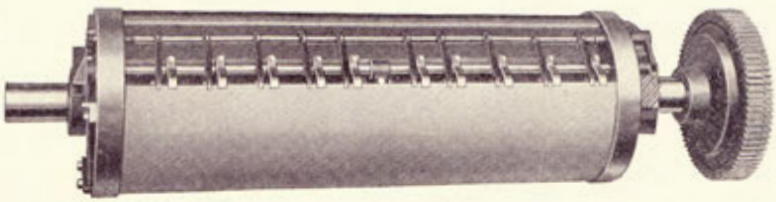
The bed measurement is 28½x35½ inches; size of sheet, 22x34 inches; size of form, 21x34 inches. The ink distributing equipment, located back of the cylinder, as in the Style B, is the Kelly double pyramid with three form rollers, five distributing rollers and ink plate, effectively spreading the ink in perfect distribution for the most delicate as well as the heaviest classes of work. Distributor and ductor rollers are interchangeable, and all composition rollers have adjustments for easy setting.

Two form rollers, 2½ inches in diameter, completely cover all forms within the range of 21x34 inches. The Kelly Automatic double-rolling feature is part of the equipment and may be made operative instantly while the press is running. So thorough is the distributing and inking features that double rolling is seldom necessary.

The third form roller is quickly convertible as a form or distributing roller, and open form oversize sheets up to 24x35 inches may be automatically fed, and by a simple adjustment of the rollers a covering of one roller by single and two rollers by double rolling is obtained on forms not exceeding 23½x34 inches.

The Kelly Automatic Press No. 2 is a cylinder press room unit and in working qualities, speed, distribution, register, rigidity of impression, excellence of the printed-side-up extension delivery, superior automatic feed and electrical drive and control—ranks high among the really notable achievements in printing press designing of the past quarter of a century. It takes first rank in production, quality of output, convenience in handling and general labor-saving features, and has received a very thorough testing under exacting conditions during the past two years.

Side by side with scientific designing, first-class construction and a proper distribution of metals is of the utmost importance if the desired results are to be obtained. In these respects the Kelly Automatic Press No. 2 excels. Cast iron, semi-steel, malleable iron and high-grade steel of various mixtures are used each in its proper relation to the ends sought, and many carefully treated hardened and ground working parts insure long service and a minimum of maintenance expense.



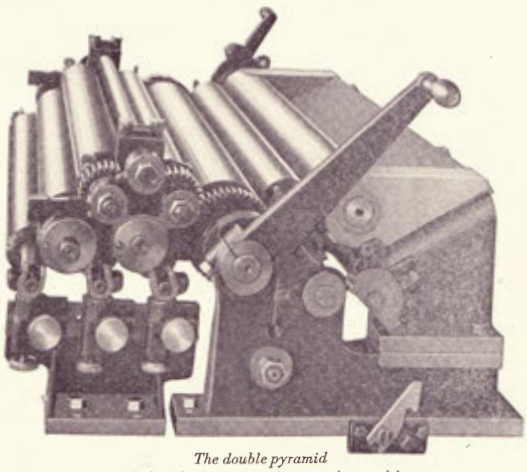
The heavy cylinder, gear and wide cylinder bearers

Interchangeability of parts has not been overlooked, and jigs, tools and fixtures provide against annoyances in this respect. No effort or investment has been spared in accomplishing the purpose of the designer.

The bed drive is a combination of racks and gears, with crank reversing mechanism, and is unequaled for sturdiness, long wear and assurance of proper timing with the cylinder. Freaky parts have been avoided. The bed is not weighted down with hangers and other devices, and the reversing racks connected at each end, in conjunction with the four air chambers, give perfect control and an easy, smooth action in passing the centers, eliminating jar, vibration and noise. The Kelly bed is cored, carrying only the plunger stems and one centrally located rack, connecting both drive and reverse, a construction permitting high speed. A four-year test of this bed movement for stability, during which time no adjustments whatever have been made, is indicative of its dependability and durability and the service it will render.

The Kelly Automatic Press No. 2 cylinder is sturdy and well balanced, a special selected

steel shaft of ample diameter being driven into position, after which the cylinder is turned and ground to exact gauge. Great care has been taken to insure an approximately perfect, unyielding printing surface. The cylinder bearers are wide, conforming in size to the unusually large bed bearers. The grippers are of forged steel, mounted on a nickel steel shaft, exceptionally well supported, and are operated by a new type of safety tumbler. The cylinder lift



The double pyramid ink distributing system in operating position

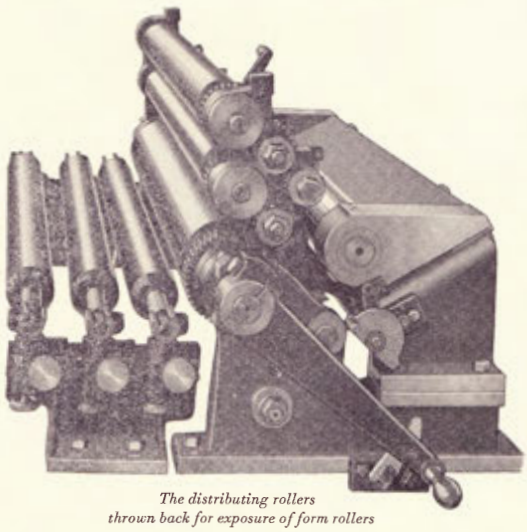
is eccentric, with drop forged impression connections, carefully planned for efficient, positive, powerful action.

The ink fountain is placed back of the cylinder, away from paper dust, and the adjusting screws are readily reached from either side when the press is in operation. Quick cleansing is possible through the clear space afforded when the delivery conveyor frame is lifted. The fountain action is automatically tripped with the press, preventing over-inking the form.

The electrical equipment consists of motors for the press and blower, variable speed controller, electrically operated brake and two push-button stations properly placed for the operator's convenience on the sides of the press and extension delivery. The automatic brake has the same effectiveness as that on the Style B Kelly, but in alternating current is somewhat different in design. It is unfailing in operation, a safeguard against damage, and is operative both for constant printing and in connection with the double-rolling device.

The speed of the press is from 2200 to 3000 impressions per hour, according to printing requirements and foundation conditions. These figures are taken from accurately kept production records and carefully verified. They show wonderful production possibilities and indicate the constructional care and precision which have made them possible.

There are many devices on the Kelly Automatic Press No. 2 for conserving the time of the operator, conveniences that permit quick handling of work, speedy adjustments, and insure longer producing time. These are features which have made the Style B Press the standard job room automatic everywhere, and they have been incorporated in the No. 2 size because of their exceptional efficiency in saving the operator's time, their great influence in increasing production, and for their value in making the No. 2 *a one-man printing unit*, the only press of its size for which this can be fairly claimed. This means lower operating cost. Among these features are valve for releasing pressure from air cylinders, scale showing by number the fountain adjusting screws needing attention for a proper flow of ink located



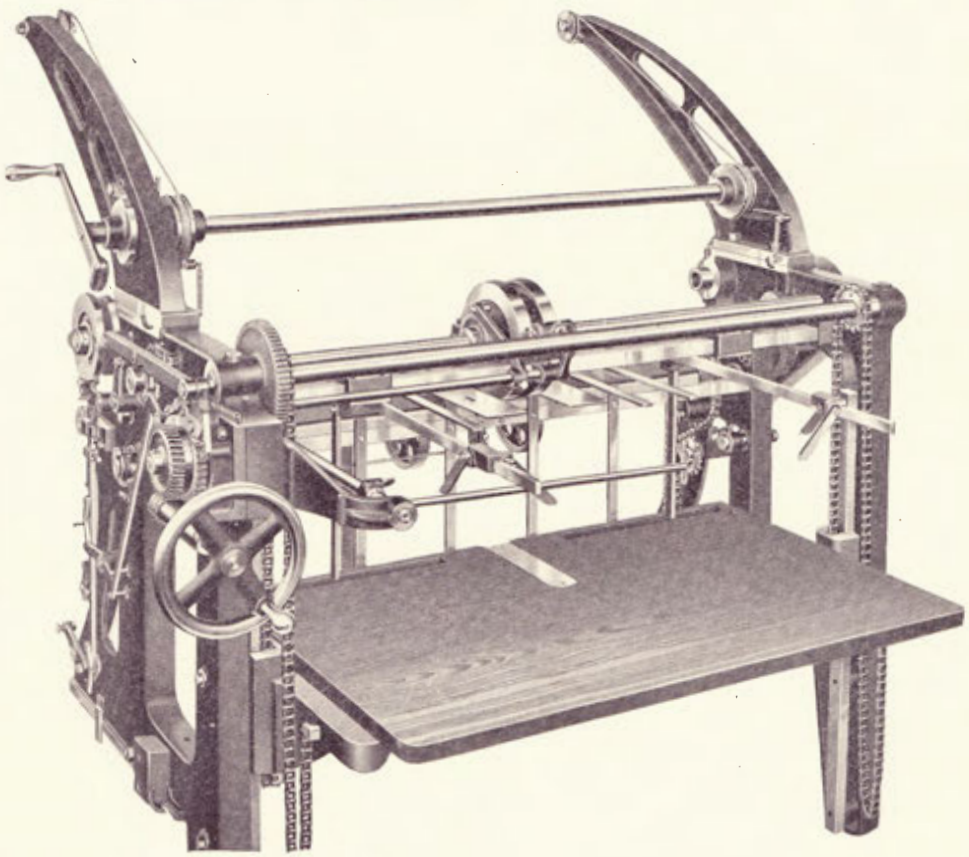
The distributing rollers thrown back for exposure of form rollers

at the front of the extension delivery, impression trip for hand feeding, tool boxes for oil can, wrenches, quoins, waste and furniture, safety guards for moving parts, accessibility of motors and controller, side snap guide operating on either side, and many others, all comprising a unit to cover the automatic handling and production of quality printing that has no rival within its size.

THE KELLY AUTOMATIC FEEDER No. 2

An Integral Part of the Press

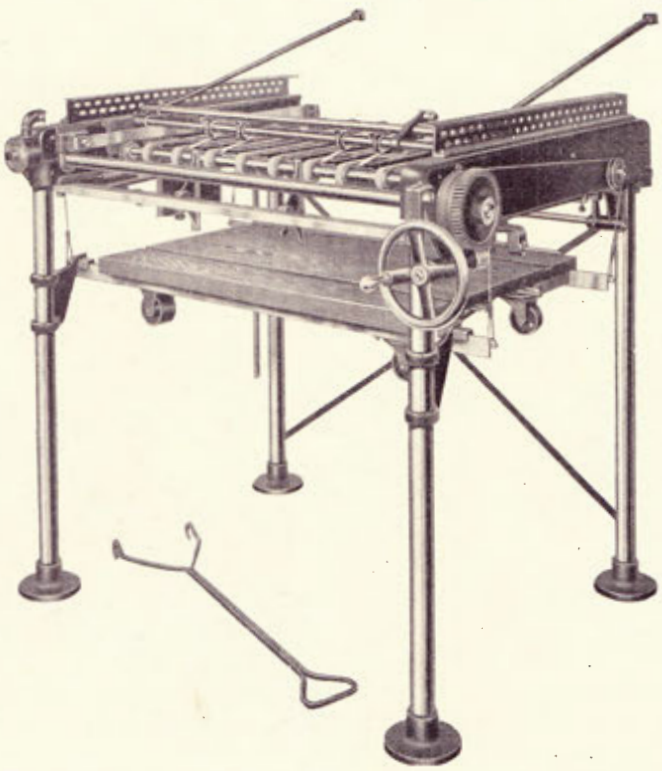
The Kelly Automatic Feeder No. 2 needs but little description. It closely follows and embodies all the valuable features of the Style B design referred to in the preceding pages. The pile table holds twenty-six inches of stock, is automatically raised as the sheets are fed, and is lowered for reloading by simply lifting a latch. The conveyor frame is quickly raised from the feed board by a few turns of the handle and automatically fastened in an upright position clearing the feed board for hand feeding. The feed board is also lifted by hand and fastened to allow for make-ready. Fixed conveyor belts with adjustable friction roller and ball sheet controls and top conveyor belts insure the proper carrying of the sheet through the slow-down fingers to easy rest against the feed guides, where it is mechanically held in position by special patented but simple devices, to insure perfect register. The unique action of the slow-down fingers is positive yet sensitive, and the designing of this very essential feature is an achievement of the first order. Cumbersome and time-consuming parts have been avoided. Like the press, the whole mechanism of the feeder and sheet control is sure, simple, easily reached and adjusted by the operator without assistance. There is an entire absence of complications, work may be started quickly and accurately and the few adjusting features readily understood. All grades and weights of stock ordinarily put on a cylinder press are easily handled. The Kelly Automatic Feeder excels in the variety of work it will successfully take. Short runs are handled with unusual economy.



THE KELLY EXTENSION DELIVERY

An Integral Part of the Machine

The Kelly Extension Delivery and Jogger is an integral part of the machine and so designed that the delivery conveyor frame is instantly swung up to make room for the operator to place or remove a form on the bed of the press, or to make corrections. Re-connection is made without adjustments. Two trucks mounted on casters and one truck handle are parts of the equipment. A pile of thirty inches of paper may be deposited on each truck and wheeled away without paper handling. Due to the long exposure of the printed sheet to air, and the positive yet gentle placing of the sheet on the top of the pile, slip sheeting is minimized.



Equipment and Specifications

Each Kelly Automatic No. 2 printing unit is sold complete with press, automatic feeder, extension delivery and two trucks, electric equipment ready for wiring, including motors for press and blower, variable speed controller, electrically operated brake, two sets of roller stocks (one set cast on domestic orders), counter, chase, wrenches, oil can and belting. Prospective buyers should note how complete this unit is and that the items included are essentials for everyday work, indispensable in the modernly equipped plant. Work need not be selected for the No. 2, as it will handle any form, light or heavy, within its range.

Weights and Shipping Information

Kelly Automatic Press No. 2	Gross weight,	10,165 lbs.	Net weight,	8,191 lbs.
Kelly Automatic Feeder	Gross weight,	1,655 lbs.	Net weight,	1,081 lbs.
Kelly Extension Delivery No. 2	Gross weight,	1,295 lbs.	Net weight,	801 lbs.
Kelly Electric Equipment No. 2	Gross weight,	530 lbs.	Net weight,	434 lbs.
	Total,	13,645 lbs.	Total,	10,507 lbs.

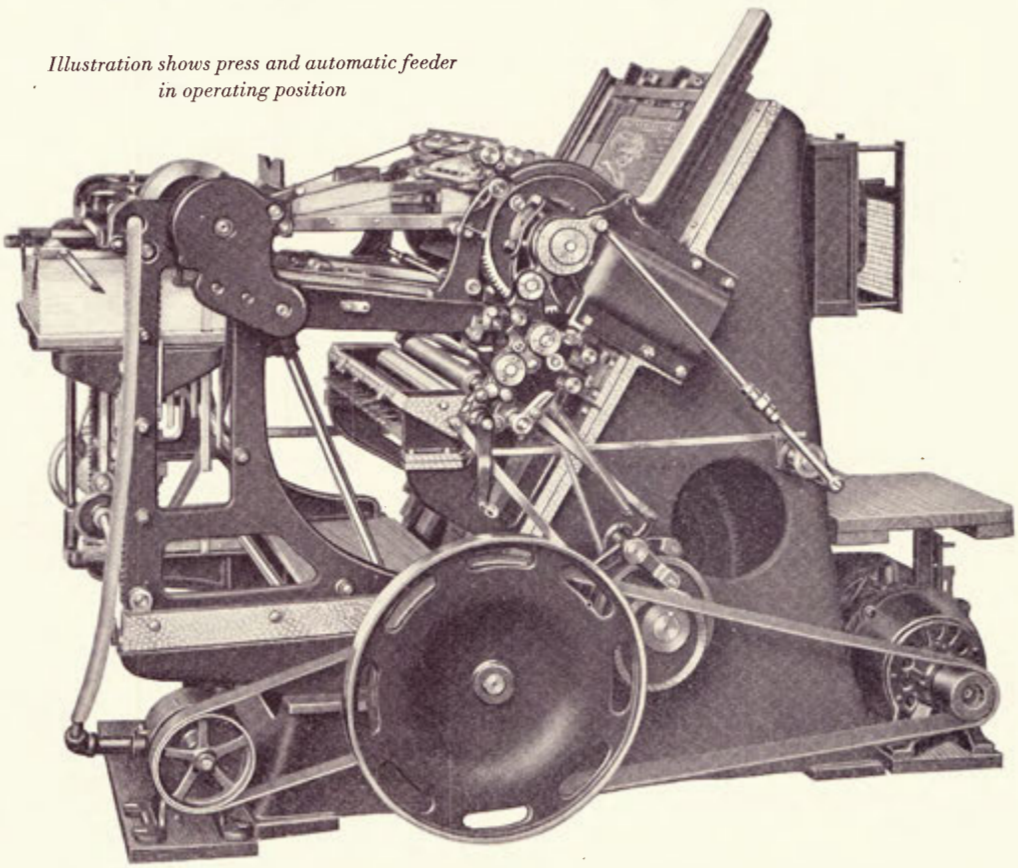
THE KELLY AUTOMATIC JOBBER

SPEED 4500 IMPRESSIONS PER HOUR

The Kelly Automatic Jobber is heavily constructed with a rigid one-piece vibrationless frame and with bed supported by two wide tracks equally balanced to take care of center strain. Forms of properly justified type, brass rule and spacing material are handled just as safely as plates.

Sheets are delivered in a jogger, printed-side-up, at the front of the press over the feed table. Both piles of blank and printed sheets are in plain view of the operator.

Illustration shows press and automatic feeder in operating position



The cylinder is unusually heavy and has a two-inch driven-in steel shaft operating in ample bearings firmly bolted to the massive one-piece frame. Both sides of the cylinder are independently and easily adjusted by the operator. Cylinder gear is in constant mesh, with no wear on racks, and the cylinder is free to lift and lower to the proper requirement of type, plate or numbering machine forms.

The Automatic Feeder is the same principle as is used on the Kelly Press, with air blast to separate the sheets at the top of the pile and air suction to pick up and advance the separated top sheet to the conveyor mechanism and thence to the feed guides and side snap guide in close register.

Distribution of ink is very thorough with two large steel vibrating rollers, composition top riding roller and composition ductor roller. Two composition form rollers, two inches in diameter, cover the printing surface of a full form. A supplementary ink plate is also used. The entire roller carriage may be raised or lowered without disturbing adjustment of rollers.

The bed drive and reverse are combined in one simple mechanical motion, and control the action of the well-balanced bed and cylinder at every point. Reverse of bed is without shock, due to the large arc of the driving gear, and requires no air cushioning.

Forms are placed on the bed at the top, the operator standing on a platform. Minor corrections can be made in the form, or the form planed, without removing it from the press, and the locking up of the form is done with ordinary quoins, key and printers' furniture.

The ink fountain is under the feed board. Regulating

screws are easily reached from either side of the press and adjusted while the press is in operation. The fountain is automatically tripped when the press is tripped, preventing the over-inking of forms. The tripping of ink fountain can be dispensed with when inking up or when double rolling.

The electric equipment consists of motor with dynamic brake, variable speed controller, start and stop push button station. An automatic safety trip station is designed to stop the press instantly should two sheets come forward, if the sheet fails to feed, or when the last sheet is taken from the pile table. The automatic stop is operative either for single or double rolling of forms.

A pile of stock twelve inches high may be placed on the pile table which automatically lifts as the sheets are fed.

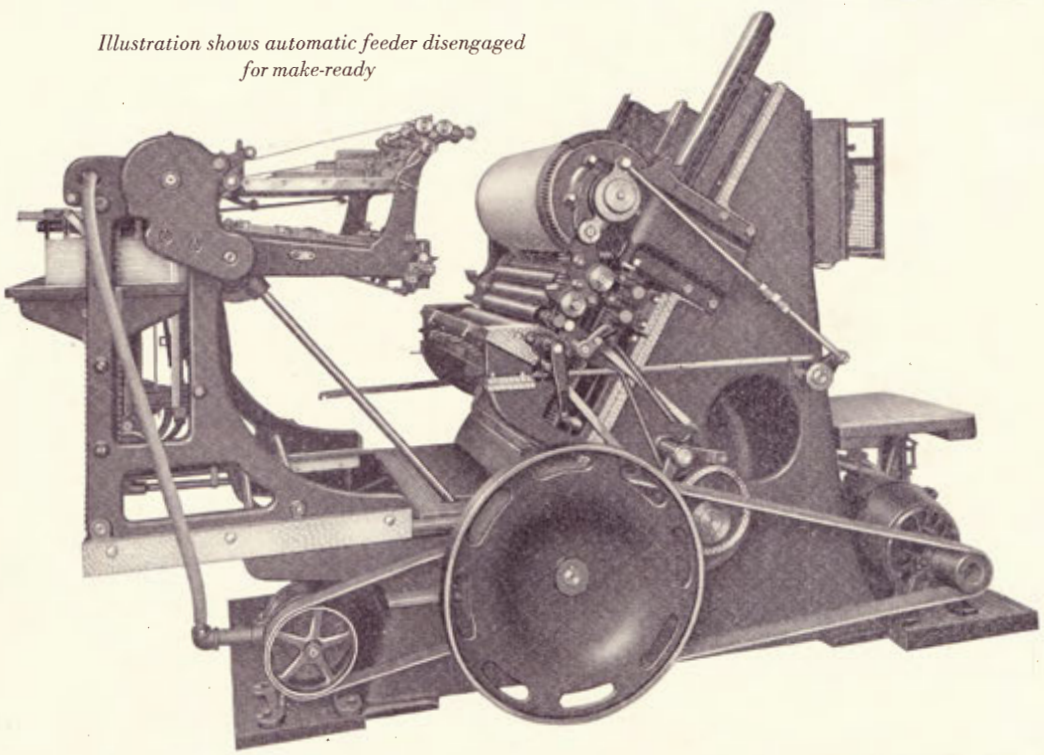
Air for blast separation and suction pick-up is supplied by a rotary blower operated by belt from a pulley on the main shaft. Vents control the volume of air.

The automatic feeder is moved back by a handle to allow clear space for make-ready, roller and fountain setting and washing up, and is always timed to press.

The Kelly Automatic Jobber is a companion press to the Style B and Kelly Automatic No. 2. It does not supersede either but fills a place in the job room, with production, low operating costs and quality of printing that will interest every progressive establishment. The design is simple, press is easily understood and may be efficiently handled by any job or cylinder pressman.

Notwithstanding the high speed of the press and quality of printing produced, the range of work is not limited to light or selected forms. Like the other Kellys, the Jobber handles all work within its printing capacity.

Illustration shows automatic feeder disengaged for make-ready



SPECIFICATIONS OF THE KELLY AUTOMATIC JOBBER

Inside chase ..... 14x19¾ in.	Power requirement ..... 2 horsepower
Type matter covered by two form rollers . 12¾x19 in.	Height of press ..... 5 ft. 4 in.
Largest sheet . . 13x19½ in. Smallest sheet . . 5x8 in.	Floor space ..... 3 ft.10 in.x7 ft. 2 in.
Impressions per hour 4500	Shipping weight, about ..... 4000 lbs.

Each press is equipped with feeder, electric equipment, cast rollers, extra roller stocks, chase, counter and wrenches.

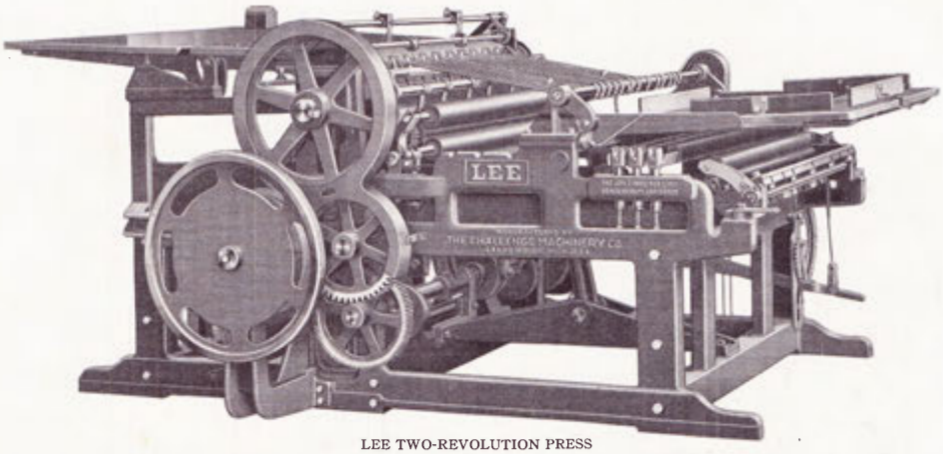
Manufactured and sold by the

AMERICAN TYPE FOUNDERS COMPANY

LEE TWO-REVOLUTION PRESS

A MODERATE PRICED PRINTING MACHINE

The Lee Two-Revolution Press is a Simplified Cylinder Press, compact in size, and yet large enough to handle two pages of a seven column newspaper without crowding, as well as to take care of the general run of job printing in an efficient and satisfactory manner. It possesses a strong, rigid impression, two form rollers, rack-and-screw and table distribution, impression



LEE TWO-REVOLUTION PRESS

trip, brake, front fly delivery (clean side of sheet to fly), and many conveniences heretofore supplied only on presses costing a great deal more.

The Lee Two-Revolution Press is very simple in operation—pressmen of limited experience readily master the few adjustments necessary to change from one size form to another. It is a marvel of smooth, quiet, easy running, registers perfectly and may be safely operated at 2250 per hour with air springs, and at 1800 per hour without air springs. In its construction the Lee Press represents the ripe experience of a third of a century. The manufacturers have developed and perfected the Lee Press to a point where they are willing to stake their reputation on it. They know the quality of the material and workmanship that is put into it, and, with the confidence of that knowledge, guarantee absolutely that the Lee Press will make good every claim made for it. In its low first cost, in its low cost of maintenance, in its superior product, and in its low cost of operation it represents one of the best possible investments you can make—a continuous profit producer.

REGULAR EQUIPMENT.—With each press is furnished one set of cast rollers, one set of roller stocks, impression trip, foot brake, six steel angle irons for delivery board, packing on cylinder, set of wrenches, screw drivers and oiler.

INFORMATION REGARDING THE LEE TWO-REVOLUTION PRESS

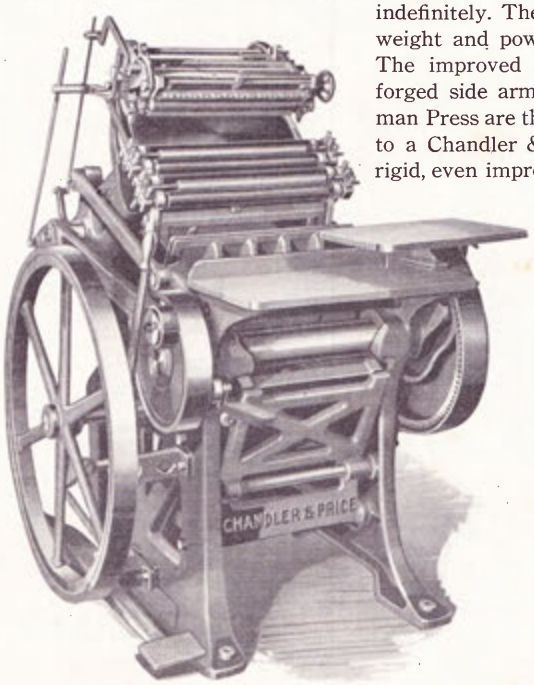
Size of bed	26x38 inches
Size of sheet, up to	24x36 inches
Size of matter	22x35 inches
Highest point of feedboard	46 inches
Maximum speed, with air springs	2250 per hour
Floor space, over all	9 ft. 1 in. x 5 ft. 8 in.
Floor space on base	6 ft. 1 in. x 4 ft. 1 in.
Size of motor required	1½ horsepower
Number of revolutions of flywheel to each impression	8
Diameter of tight and loose pulleys for steam power	12 inches
Face of 12 inch pulleys	2⅝ inches
Diameter of pulley for motor drive	30 inches
Face of pulley for motor drive	3 inches
Largest pulley that can be used	30 inches
Width of belt	2½ inches
From frame to center, between pulleys	8 inches
From rear end of frame to the center of driving shaft	25 inches
If cement foundation is wanted, size is	4 ft. 6 in. x 6 ft. 6 in.
Net weight	4500 lbs.
Weight boxed, domestic	5300 lbs.

A pamphlet fully describing and illustrating the Lee Press, together with quotations on prices and terms, will be sent upon request

CHANDLER & PRICE CRAFTSMAN PRESS

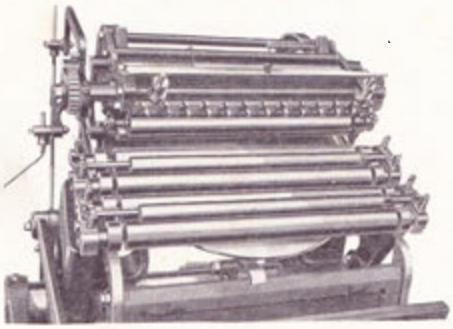
A Four Roller Gordon Press

The new 12x18 Chandler & Price Craftsman Press is the last word in Gordon Press construction. Practical tests have proven conclusively that the Craftsman has great strength and rigidity and will handle any work required of it in a satisfactory manner, and with proper care will run indefinitely. The essentials for a perfect impression are weight and power, with correct balance and adjustment. The improved gear and crank wheel, steel crank pins, forged side arms and massive steel shafts on the Craftsman Press are the heaviest and most powerful ever applied to a Chandler & Price Press, and combine to produce a rigid, even impression with absolute register; yet so finely balanced and so accurately adjusted is the great weight that impact does not cause undue wear of type and cuts.



CHANDLER & PRICE CRAFTSMAN PRESS
FOUR ROLLER, 12x18 INCH

The Craftsman Press is especially capable of producing fine halftone printing, beautiful color process reproductions and work requiring heavy impression. These things it does with all the speed and economy of the regular Chandler & Price Presses. Supplied by a strong, effective full-length vibrating brayer ink fountain, there are four form rollers, upon which the ink is equally distributed by two removable vibrating rider rollers, in addition to the usual distribution obtained from ink disc, giving the rollers a constant supply of distributed ink.



THE CRAFTSMAN INK FOUNTAIN
AND ROLLER DISTRIBUTION

In the vibrating ink fountain the ink is transferred from the fountain cylinder to a composition roller, thence to a vibrating metal roller, from which the top form roller is supplied. The flow of ink from fountain is regulated by screws, providing more or less ink to any part of the form as required.

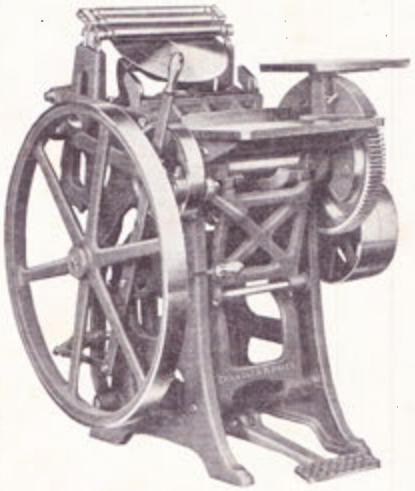
The standard equipment of the Craftsman Press consists of a C. & P. brake, a positive chase hook (patent applied for), adjustable bed tracks, extension roller tracks, four form rollers with two vibrating riding rollers, vibrating brayer fountain, single ink disc, throw-off, depressible grippers, three guaranteed semi-steel chases, two wrenches, eight roller stocks, crankshaft and combined gear and pinion guard, as illustrated. Extra attachments are side power fixtures, motor bracket equipment, steel skeleton chase and spider chase.

The American Type Founders Company has the distinction of having marketed more of the manufactures of the Chandler & Price Company than have been sold by all other dealers. Each sale has been a source of complete satisfaction to our customers and to ourselves. The name Chandler & Price is a guarantee of good workmanship, reliability and durability. All makes and sizes of Chandler & Price Presses are kept in stock in our Selling Houses, covering the continent.

A pamphlet showing some of the beautiful specimens of halftone and letterpress work the Craftsman Press is capable of doing, together with a complete description of the press, will be sent to anyone interested. Quotations and terms will also be sent upon request.

CHANDLER & PRICE NEW SERIES PRESSES

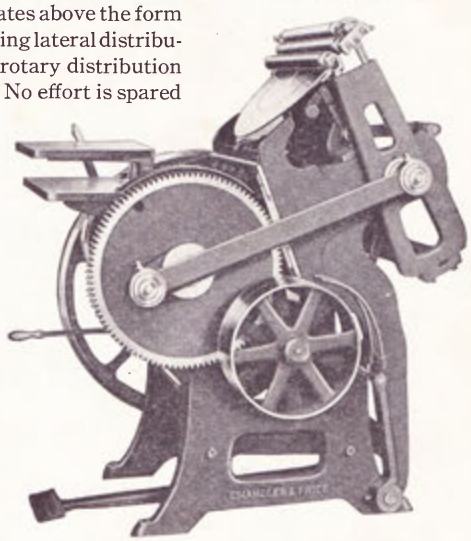
The Chandler & Price New Series Presses are designed along approved scientific lines. The frames of all sizes are box pattern with deep flanges, with the correct distribution of metal to make them exceedingly strong and rigid. The roller saddle rods and springs are enclosed in the roller frames. The main gear is unusually heavy and has a broad face, insuring long life and sufficient ruggedness and ability to stand up under the heaviest strains of fine printing. Inside the gear in the raceway of the cam, where the strain is greatest, a hardened steel segment is inserted, making it practically non-wearable. The gear is covered by a protecting guard, preventing the accidental soiling of stock. The side arms are of steel, forged flat, and are provided with oil grooves and oil cups. The flywheel is small in size, has straight spokes and a heavy rim, properly proportioned to give the best balance. The essentials of a perfect impression are weight and power, with correct balance and adjustment.



THREE-QUARTERS VIEW OF 8x12 NEW SERIES CHANDLER & PRICE PRESS

The inking device is provided with a metal riding roller which vibrates above the form rollers, adding lateral distribution to the rotary distribution of the disc. No effort is spared to build a compact, rigid, durable, serviceable printing machine, and the New Series Chandler & Price Press has proven to be the highest degree of platen press efficiency ever attained. Made in four sizes, as follows: 8x12, 10x15, 12x18 and 14½x22—a size to meet every requirement.

Roller trucks regularly furnished with C. & P. New Series Presses are: 8x12 press, 1⅜ inches in diameter; 10x15 press, 1⅝ inches in diameter; 12x18 and 14½x22 presses, 1⅞ inches in diameter. Trucks 1/16 inch or ⅛ inch oversize or undersize can be furnished for any size press. These extras are recommended: Side power steam fixtures, Buckeye Fountain or C. & P. Fountain and vibrating distributor, steel skeleton and spider chases.



SIDE VIEW OF 10x15 NEW SERIES CHANDLER & PRICE PRESS

INFORMATION REGARDING CHANDLER & PRICE PRESSES

Style of Machine	Inside of Chase Inches	Floor Space Inches	Space Through Which Press Will Pass			Center of Flywheel to Floor Inches	Face and Diameter of Driving Pulley Inches	Width of Belt Inches	Revolutions of Flywheel to Each Impres'n	Impres'ns per Hour at Highest Speed	Horsepower Necessary	Weight Crated Lbs.
			Assembled Inches	Partly Stripped Inches	Entirely Stripped Inches							
New Series C. & P. Press	8x12	40½x48	36	27	18	21 7/16	12x2½	2	4	2600	¼	1160
New Series C. & P. Press	10x15	47x55	43	31½	21½	21 5/16	13½x2½	2	6	2300	¼	1643
New Series C. & P. Press	12x18	55½x60	46	36	25½	25½	13½x2½	2	7	1800	½	2243
New Series C. & P. Press	14½x22	62½x67	51	40	29¼	20⅝	13½x2½	2	4	1500	½	2860
C. & P. Craftsman Press	12x18	55½x60	48½	36½	28	.....	13½x2½	..	7	....	1	2826

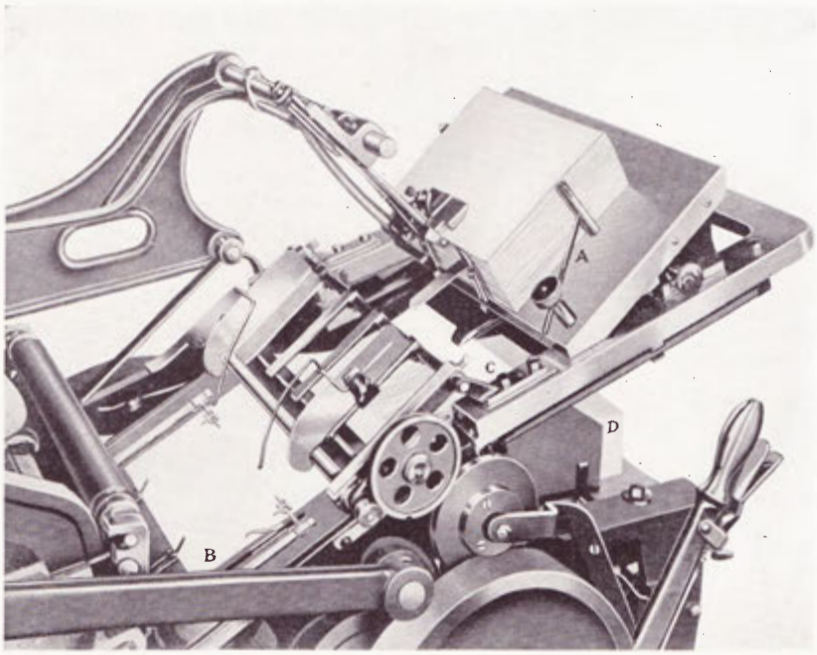
Side power fixtures extra. No allowance can be made for omission of or return of regular complement of chases or treadles. Nor is it permitted to return fountains or steam fixtures ordered for any size machine.

Send for illustrated pamphlet and lowest selling prices

THE KLYMAX: THE BEST AUTOMATIC FEEDER FOR CHANDLER & PRICE PRESSES

OWNED AND MANUFACTURED BY THE AMERICAN TYPE FOUNDERS COMPANY

Made for 8x12, 10x15 and 12x18 inch Chandler & Price Presses (including C. & P. Craftsman Press, 12x18 inch), the Klymax Automatic Feeder has the greatest range of utility among platen press feeding machines, yet requires no extra attachments, not even for envelopes. It is equally effective on all sizes of C. & P. Presses. The Klymax is sold as a unit with press, or separately.



THE KLYMAX AUTOMATIC FEEDER IN ACTION: A—THE FEED PILE; B—SHEET AT GUIDES, IN REGISTER, BEFORE IMPRESSION; C—PRINTED SHEET LEAVING PLATEN TO BE DEPOSITED IN JOGGER (D)

The Klymax feeds the entire range of commercial work, including all weights and makes of paper from medium weight folio to heaviest (12-ply) cardboard. It also feeds equally well, without extra attachments, envelopes (all sizes), blotters, tags, flat bags, and unusual jobs of irregular shapes—ovals, box cartons, folded sheets, etc.

Maximum sheet taken is as large as inside dimensions of the regular chases of each size of press. Minimum size taken on all sizes of presses is 2x4 inches. The speed of the Klymax Feeder is equal to that of the press to which it is attached, giving the maximum in production.

The Klymax Feeder is exceedingly simple and easy to adjust and operate. It has no gears, cogs or tapes and has comparatively few working parts, 95 per cent of which are in plain view.

The register is hairline, so that color work is fed accurately. The guides are automatic, greatly facilitating make-ready, as no pins or quads are used. The automatic feed guides are so arranged that they may be lifted without changing the position or register of the sheet while the tympan sheets are replaced from time to time on excessively long runs.

An automatic trip throws off the impression and stops feeding when the feed pile has run out or a defective sheet fails to arrive on the platen. The automatic trip does not stop the press, but it does notify the operator by signal. It also trips and stops feeding if a sheet fails to be taken off the platen, making it impossible for a number of sheets to collect on the platen, thus preventing smashed forms and other damage.

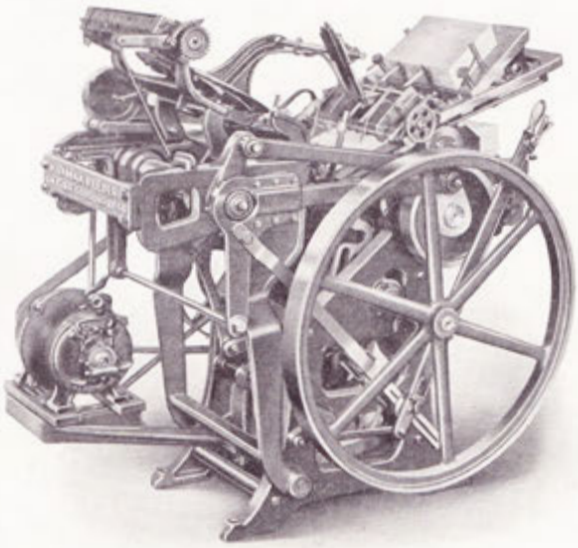
KLYMAX AUTOMATIC FEEDER—*Continued*

The adjusting of the Klymax Feeder from one job to another is very simple and consumes practically no additional time over the ordinary make-ready on a hand-fed press, due to the fact that the automatic feed guides simplify the make-ready. Friskets and strings may be attached to grippers.

Any ordinary pressman can learn in a short time the entire operation of the Klymax Feeder and will have no difficulty in operating two or more presses, if conditions permit.

The sheets are separated from pile by suction, derived from an air pump (included in feeder equipment) which is operated by the power (belt-drive or motor) used to drive press.

The feed table of the Klymax is unusually deep, holding more than 500 sheets of 20-lb. bond. Stock may be added or removed from the feed pile without stopping the press or losing an impression. The delivery is immediately under the feed table and at a convenient height. Printed sheets are delivered jogged. The pile taken by the jogger is slightly higher than that taken on the feed table.



CHANDLER & PRICE 10X15 INCH PRESS EQUIPPED WITH KLYMAX AUTOMATIC FEEDER

The Klymax Feeder is thoroughly developed. Batteries of from three to twelve are in use in some of the largest printing plants. It was designed by engineers and experts who have had years of experience in building paper feeding and printing machinery.

The Klymax Feeder may be applied to the new model Chandler & Price Presses now in use, or may be bought with the presses in the following

KLYMAX UNITS—THE BETTER WAY TO BUY

There are four Klymax Units: 8x12, 10x15, 12x18 inch, and the Craftsman (also 12x18 inch). A Klymax Unit consists of feeder, a C. & P. Press, three chases, one set cast rollers, one set roller stocks, flywheel guard, ink fountain, counter, patent grippers, direct or alternating current motor, motor pulley, press pulley, a speed regulator or a variable speed pulley, motor bracket and belt, and (if the motor is alternating current) a variable speed foot control. There is the advantage in buying motors with Klymax Units that all connections are synchronized at factory.

PARTICULARS OF KLYMAX UNITS

KLYMAX UNIT NO. B—Includes Klymax Feeder, 8x12 inch C.& P. Press and electric motor (D.C. or A.C., as required), with other equipments listed above. Code word: with D.C. motor, *Klyab;* with A.C. motor, *Klybe.*

KLYMAX UNIT NO. C—Includes Klymax Feeder, 10x15 inch C.& P. Press and electric motor (D.C. or A.C., as required), with other equipments listed above. Code word: with D.C. motor, *Klyac;* with A.C. motor, *Klyce.*

KLYMAX UNIT NO. D—Includes Klymax Feeder, 12x18 inch C.& P. Press and electric motor (D.C. or A.C., as required), with other equipments listed above. Code word: with D.C. motor, *Klyad;* with A.C. motor, *Klyda.*

KLYMAX UNIT NO. X—Includes Klymax Feeder, Craftsman 12x18 inch C.& P. Press and electric motor (D.C. or A.C., as required), and equipments as above. Code word: with D.C. motor, *Klyax;* with A.C. motor, *Klyxa.*

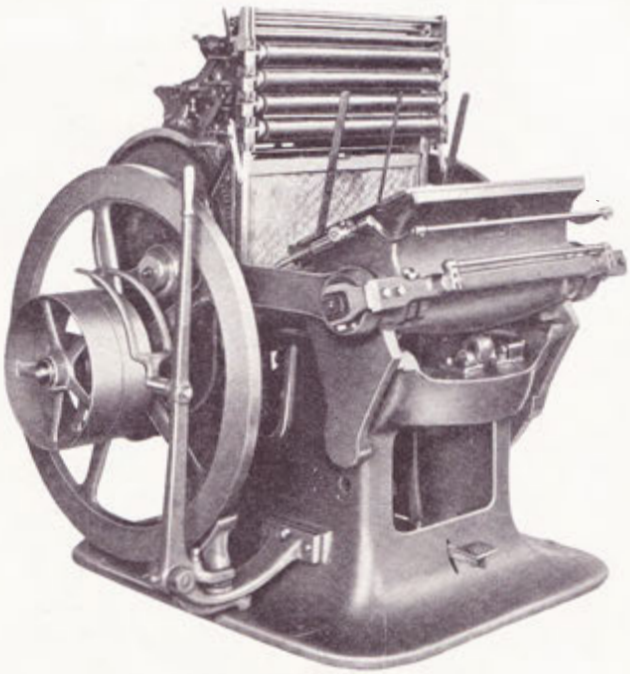
POSITIVE ECONOMIES EFFECTED BY KLYMAX FEEDERS

The economies effected by a reliable automatic feeder on a platen press are indisputable and too well known to require explanation. These are the saving of wages of at least one operator with increase of product due to greater speed and more continuous operation; reduction of waste of stock; while as a safety device it is 100 per cent efficient.

LAUREATE FOUR-ROLLER PLATEN PRESS

SIZE: 14x22 INCH—HALF SUPER-ROYAL

The Laureate Four-Roller Platen Printing Press, Model J, has been on the market for a number of years and has given excellent satisfaction. It has four form rollers and is especially intended for work of a character requiring perfect distribution and heavy impression at speeds of 1200 to 1800 impressions an hour. The movement of the platen is faultlessly controlled and permits of rapid feeding. The particular function of the Laureate is printing halftones, multiple color plates, tint blocks and combinations of cuts, borders and type. It can also be successfully used for printing thick and heavy cardboard, heavy cover stock, and other work not so well adapted for a cylinder press. The faces of the bed and platen are hand scraped to practically exact plane surfaces and the rigidity of the bed and platen, and the accuracy with which the bed slides squarely toward the form, make it possible to use a thin and hard make-ready, which assures a sharp, clean impression.



LAUREATE PLATEN PRINTING PRESS

Good examples of the work which may be produced on the Laureate at high speed are the three-color and tint-plate halftone advertising placards to be seen in railroad cars, omnibuses, subways and wherever such advertising is exhibited.

The Laureate can readily be adapted for special purposes, at a moderate additional cost, such as for hot-stamping book-covers and thereafter inlaying them; and, when stripped of the inking apparatus, it is uniquely effective for moderately heavy embossing; also, in certain cases, to simultaneously print and emboss at a single impression. But, when special uses are contemplated, each case should be submitted by us to the manufacturers for approval.

The Laureate ink fountain is of the most approved design, and offers the pressman every facility for producing the highest class of work. The distribution system is built on scientific lines. Changes from one color to another can be made quickly, as the distributing system is extremely simple and effective; neither streaks nor reprints are possible.

Chases are steel, all surfaces finished, locking surfaces parallel, and the locking-latch is actuated by a pedal. The carriage is driven by the main crank-pins. When the driving belt is shifted, or an electric motor circuit broken, friction is simultaneously applied to flywheel, whereby a very sudden stop can be effected. The impression throw-off also serves to cause the carriage to dwell on cylinders. Both cylinders reciprocate, as changers, each traverse being opposite to that of the other; hence, the alternating thrust is balanced.

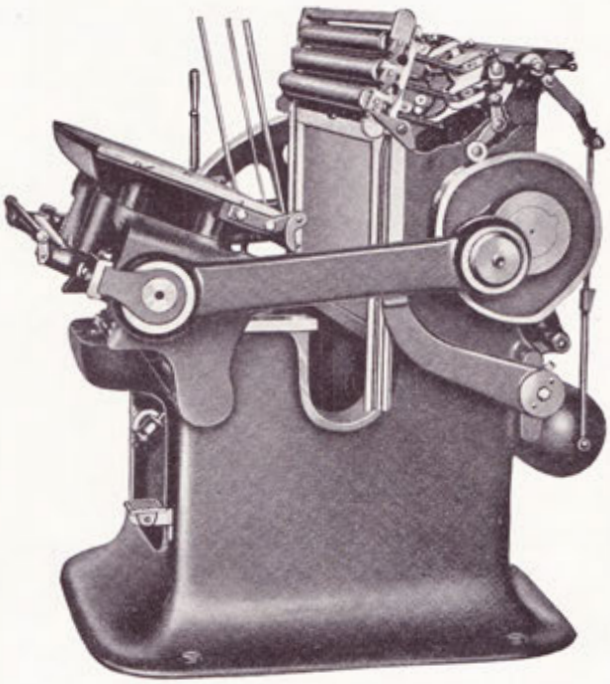
In the designing and general construction of the Laureate Four-Roller Platen Printing Press the employment of unnecessary curlicue lines and sharp intersections between angles were purposely avoided. Simplicity in details and harmonious results in the aggregate was the aim.

Send for circular fully describing the Laureate Four-Roller Platen Printing Press
Quotation will be sent upon request

COLT'S ARMORY MODEL 5-C PRINTING PRESS

SIZE: 14x22 INCH—HALF SUPER-ROYAL

Colt's Armory Model 5-C Printing Presses were first introduced to the printing trade in 1886, and are well and favorably known throughout the world. Thousands of these presses are in operation at the present time, giving complete satisfaction. They were launched at the start with correct mechanical design and construction. Their high class construction, as well as the high grade materials used in their manufacture, has always characterized them as the very best moderately priced platen-type printing machines obtainable. Both the bed and platen of all Colt's Armory Presses are hand scraped to approximately exact plane surfaces, and the impact imparted to the form by the platen is not only primarily very precise, but will remain so indefinitely. This is due to the fact that when the platen moves toward and impinges upon the form it is entirely free from the controlling action and can do nothing else other than slide forward dead square to the impact, reducing the possibility of a slurring impression.



COLT'S ARMORY MODEL 5-C PRINTING PRESS

Various detail improvements have been made from time to time in order that the machines be kept in step with the requirements of the advancement in printing. Especially do these improvements relate to the betterment of the inking system. The fountain is elevated and set back so that the ductor roller deposits ink directly upon the changer and the fresh ink from the fountain is immediately distributed and again passed to the distributing rollers and redistributed and given the necessary finishing touch before it reaches the three form rollers. When the roller carriage is latched-up, the feed of the ink fountain automatically ceases. Consequently when the form rollers are again put in action the delivery of ink to the form is precisely the same as before. Many other minor improvements make the Colt's Armory Printing Press a decidedly modern printing machine. The automatic feed for controlling the ink supply and the roller adjustments for regulating the contact or pressure of the distributing rollers are among the more recent important improvements. The main ink cylinder reciprocates differentially, serving as a changer both on the distributing rollers and on the form rollers.

The Colt's Armory Printing Press is efficient and moderately priced. It is normally immune against a let-down in efficiency, and the cost of maintenance is almost negligible.

It is a producer of high grade printing at a high rate of speed. With truly type-high forms and hard, thin tympans, the make-ready is easy and enduring. The platen swings out to a wide angle, reverses very slowly and smoothly, as is also the case with the carriage action.

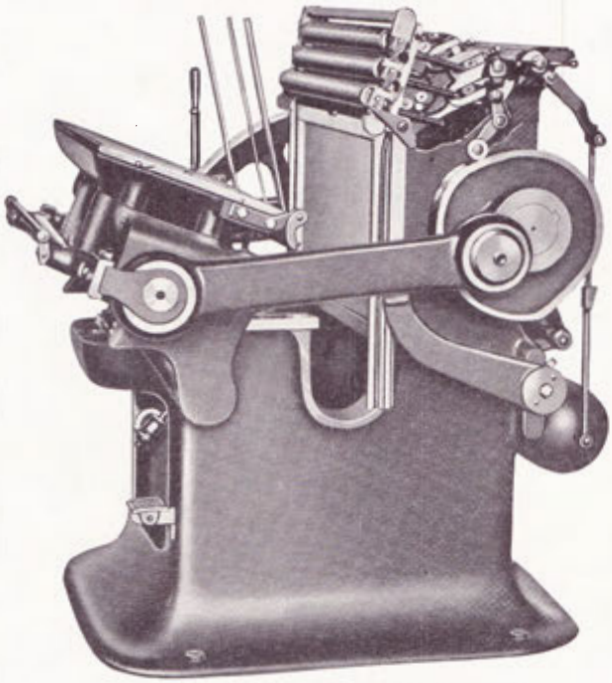
The equipment and specifications of the Colt's Armory Model 5-C Printing Press are the same as those of Model 6-C, described on page 902. The only difference in the two machines is that the Model 6-C is built considerably heavier and better adapted for specialty printing than Model 5-C.

Send for circular fully describing the Colt's Armory Printing Presses
Quotations will be sent upon request

COLT'S ARMORY MODEL 6-C PRINTING PRESS

SIZE: 14x22 INCH—HALF SUPER-ROYAL

The Colt's Armory Model 6-C Printing Press has three form rollers and is built along the same lines as the Model 5-C with the exception that the platen bed and frisket frame are considerably heavier and consequently stronger, which makes the Model 6-C exceptionally well adapted for printing wooden toy blocks, checkers, graduated rules (straight and beveled), book cover stamping (hot or cold), inlaying book covers, light embossing (hot or cold), impressing gold foil, cutting out register dials, besides the general run of a good grade of commercial printing. As in the case of the Model 5-C and the Laureate Press, all pins, studs and rollers of the Model 6-C are of high carbon hardened steel, and they, together with the cranks and shafts, are ground to precise dimensions. The platen motion is exceedingly smooth, swings out to a wide angle and has a slow-moving dwell, which is conducive to rapid feeding and close register.



COLT'S ARMORY MODEL 6-C PRINTING PRESS

The ink fountain and distributing system of the Colt's Armory Model 6-C Printing Press is designed along the same lines as the Model 5-C, described on page 901 and possesses the essentials necessary to adequately take care of a large variety of special work, besides the regular run of commercial job printing. The Model 6-C will be found a great acquisition in any establishment doing a considerable amount of special printing. It is essential, however, for the realization of the best results, and for mutual satisfaction between seller and purchaser, that we be informed in advance of the purpose or purposes for which the press is to be used. As a general rule it is far better to use a press for a single specific purpose rather than to indiscriminately employ it on too wide a variety of work. Nevertheless, in the hands of a competent pressman, unusual and excellent results in specialty printing can be obtained on the Model 6-C Press.

For example, a battery of presses of this type are used by the Bank of England for printing its India Rupee Notes from relief-engraved gun-metal plates. The make-ready for each denomination is on parchment, interchanges on the platen, and the endurance thereof is interminable.

The equipment for the Colt's Armory Model 6-C Printing Press consists of 6 form roller stocks, 4 distributor stocks, 2 vibrator stocks, 6 form roller wheels $1\frac{15}{16}$ inch in diameter, 6 form roller wheels $1\frac{7}{8}$ inch in diameter, 3 steel interlocked chases, 2 feed tables, 2 feed table standards, and 3 frisket fingers.

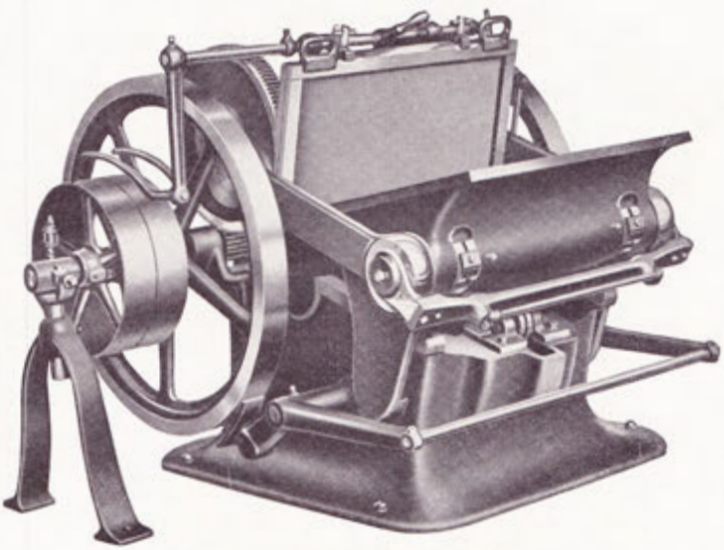
The press without feed tables measures 48x51 inches. The face of each feed table is $14\frac{1}{2}$x22 inches. The space through which the press will pass assembled is 51 inches, and disassembled it may be passed through a space of $32\frac{1}{2}$ inches. There are $8\frac{1}{2}$ revolutions of the flywheel to each impression and one horsepower will drive the press.

NOTE.—Colt's Armory Presses are guaranteed by the manufacturers to be free from defects caused by internal flaws, or defective hardening. Any working part of the machine containing such defect will be replaced without charge. If such exist, it is because they are hidden.

THOMSON COLT'S ARMORY CRANK-ACTION CUTTING AND CREASING PRESS

REGULARLY BUILT IN TWO SIZES: 20x30 INCH AND 28x41 INCH

The Thomson Colt's Armory Crank-Action Cutting and Creasing Press, for producing cut and scored blanks for paper boxes and containers, cutting out cartons, etc., is a massive double geared machine with an underweighted flywheel on each side, transmitting the impressional stress in a most direct manner. The platen makes a direct, square and theoretically perfect impact upon the form, sliding to the bed free and unrestrained, about three-fourths of an inch, with perfect parallelism, insuring the longest possible endurance of the cutting rules, plates and make-ready. The bridge and platen are designed to insure the utmost possible rigidity, and the press as a whole is a combination of power, strength, speed and facility. The illustration gives a good idea of its massiveness and strain bearing qualities.



THOMSON COLT'S ARMORY CRANK-ACTION CUTTING AND CREASING PRESS

Thomson Colt's Armory Crank-Action Cutting and Creasing Presses have been in use in many of the largest paper box factories in the world for considerably more than a quarter of a century. Many of the very oldest machines are still in operation and are making money for their owners. The more recent machines, however, possess several important improvements made to keep them strictly up to date in every respect and also to meet present-day conditions and to anticipate the future demands of scoring and cutting.

Light embossing may occasionally be advantageously done on the 20x30 inch size.

Thomson Colt's Armory Cutting and Creasing Presses are regularly built in two sizes, 20x30 inches and 28x41 inches.

Send for an illustrated circular describing the Thomson Colt's Armory Crank-Action Cutting and Creasing Press, and ask for quotations. When making inquiry state whether the press is to be operated from a line shaft or is to be equipped with a direct connected motor. If an electric motor is to be used, give all necessary details regarding current, voltage, etc.

INFORMATION REGARDING THOMSON COLT'S ARMORY CRANK-ACTION CUTTING AND CREASING PRESSES

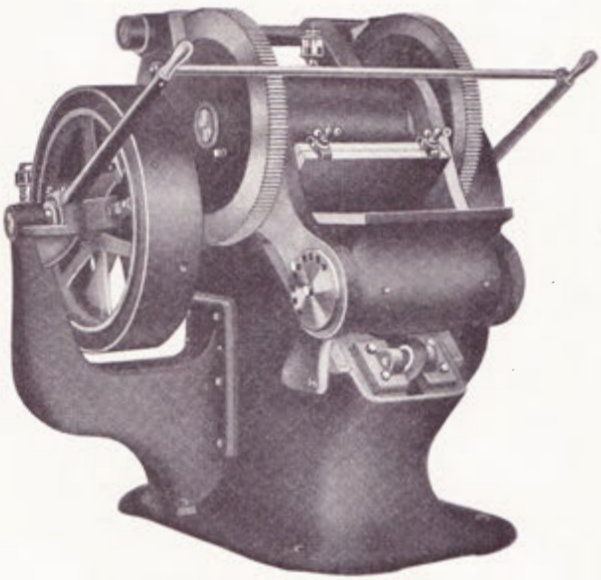
Size of Press	Face of Feed Table	Opening Press Will Pass Through Assembled	Opening Press Will Pass Through Disassembled	Horse-power Required	Range of Speed Per Hour	Floor Space Required	Diameter of Steam Pulley	Diameter of Motor Pulley
20x30 in.	18x28 in.	54 in.	42 in.	2½	1200 to 1800	54x62½ in.	17⅞ in.	28 in.
28x41 in.	24½x36½ in.	55½ in.	51½ in.	3	1200 to 1800	55½x79 in.	17⅞ in.	28 in.

The equipment shipped with the press consists of three steel chases, one steel plate, two feed tables, and the necessary wrenches, standards, etc. Write for illustrated circular and prices.

THOMSON ECCENTRIC-ACTION EMBOSSING PRESS

MADE IN TWO SIZES: 12½x18½ INCH AND 18x24 INCH

The Thomson Eccentric-Action Embossing Press bed and plate are solid masses of iron, the platen shafts are straight "pins," free in the platen and in the connecting rods, whereby they may differentially revolve. The main shafts are mounted in gun metal sleeves, and the pinions and shafts are integral, being mounted in bored babbitted bearings. The connecting rods are forged mild-steel blanks machined to form. The bed of the smaller machine is 45 degrees forward of the vertical, that of the larger machine being 50 degrees. The feeding angle is nearly horizontal. When it is desirable to heat the dies, the use of electricity is recommended, although either gas or steam may be used.



THOMSON ECCENTRIC-ACTION EMBOSSING PRESS

The Thomson Eccentric-Action Embossing Presses are demonstrably safer, stronger, faster, more compact and more durable than the old-fashioned upright toggle-joint presses; and a major portion of fine stamped photo mounts and other particular embossing jobs are produced on these machines. The usual rate of operation is from 1500 to 2400 impressions per hour, although a speed of 2700 impressions has been reached and maintained with the smaller press.

More dissatisfaction, expense, delays, spoiled work, and general bad feeling between the seller, the press manufacturer and the press users, have been caused by the ill-judged selection of presses for embossing than from all other causes combined. Inexperienced operators of presses nearly always underestimate the difficulties on the one hand, and are quite liable to overestimate the capacity on the other; out of this joint account there usually comes only "experience."

With full knowledge of the subject, the manufacturers assert that if there is one general class of machinery more than another in which a difference in the first cost counts the most for loss of profit, it is in embossing presses. The manufacturers of the line of embossers described here possess the ability, acquired through expensive experimentation and experience, to guide the purchaser within the line of safety, by offering practical suggestions as to which machine is best equipped for doing certain classes of work. When in the market for embossing machines, let us supply you with the necessary information as to which press will best meet your requirements.

Certain classes of light embossing can be advantageously run on Colt's Armory and Laureate printing presses, the inking apparatus being preferably removed; but, when such is contemplated, the manufacturers should first be consulted.

Write for circular giving complete specifications of the Thomson Eccentric-Action Embossing Press, and ask for information regarding the equipment obtainable for heating dies or stamps. Quotations will be made upon request.

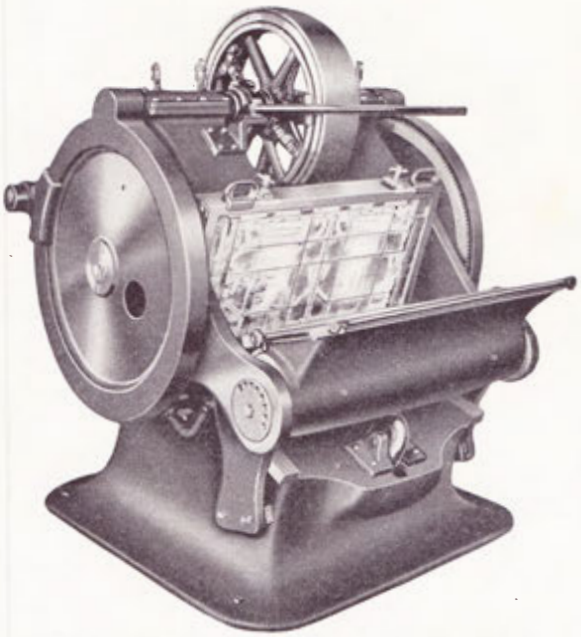
INFORMATION REGARDING THE THOMSON ECCENTRIC-ACTION EMBOSSING PRESS

Size of Press	Space Through Which Press Will Pass Assembled	Space Through Which Press Will Pass Disassembled	Average Speed	Power Required	Net Weight	Shipping Weight
12½x18½ inches	46 inches	32 inches	1800 per hour	3 h.p.	5055 lbs.	5330 lbs.

THOMSON ECCENTRIC-ACTION CUTTING AND CREASING PRESS

MADE IN ONE SIZE ONLY: 26x38 INCH

The Thomson Eccentric-Action Cutting and Creasing Press has found a world-wide market and but for its considerably greater cost to manufacture would undoubtedly have superseded the sales of all other cutting and creasing machines. The peculiarity of this press is that the platen is actuated by inside eccentrics instead of by outside or overhung cranks. These eccentrics are formed as an integral part of the gears, on their inner faces, and surround the ends of the main shaft which projects beyond the bed. The connecting rods are thus necessarily interposed between the sides of the gears and the outside of the bed and brought considerably closer to the form than is possible with outside crank-action presses; there is less tendency to cramp and the impressional strain is applied with almost theoretically perfect directness. The angle of the bed is such that the major portion of the weight of the platen is borne by the connecting rods, which automatically take up the backlash or reaction caused by the eccentrics passing over their dead centers. When the clutch is disconnected, friction is concurrently applied and the platen may be stopped and started very quickly. The impression is adjustable by eccentric sleeves locked to the connecting rods and the gears and pinions are completely shrouded.



THOMSON ECCENTRIC-ACTION CUTTING AND CREASING PRESS

The Thomson Eccentric-Action Cutting and Creasing Press is especially recommended for cutting and scoring paper boxes, cartons, etc., in large forms, at rapid speed. It is also used by many prominent establishments for embossing sheets of large area, that is, those that do not involve the use of a die or dies of small surface containing too fine lines, and which are centrally located. For this particular class of embossing Thomson Eccentric-Action Cutting and Creasing Press cannot be approached for accuracy of registration, solidity of impression and large output.

Write for descriptive circular and prices.

AMERICAN JOB PRESS BRAKE

FOR PLATEN PRINTING PRESSES



AMERICAN JOB PRESS BRAKE

The American Job Press Brake is made entirely of iron, and is simple, durable and effective for Gordon and other platen presses. It may be quickly attached, and does not interfere with belt on flywheel. Can be obtained for the various sizes of Chandler & Price Presses (either old or new series) and large size Universal Presses.

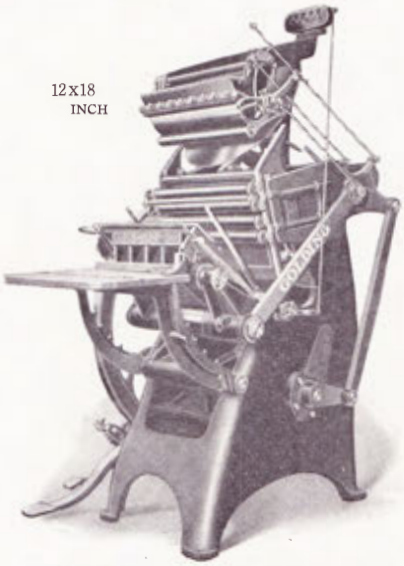
When ordering, specify style of press the brake is wanted for. Special American Job Press Brakes can be furnished for any job press if following dimensions are given: Diameter of flywheel, distance of flywheel to the floor, and the distance from the center of the flywheel to front of press. Prices will be quoted upon application.

THE GOLDING ART JOBBERS

MADE IN TWO SIZES: NO. 18—12x18 INCH; NO. 21—15x21 INCH

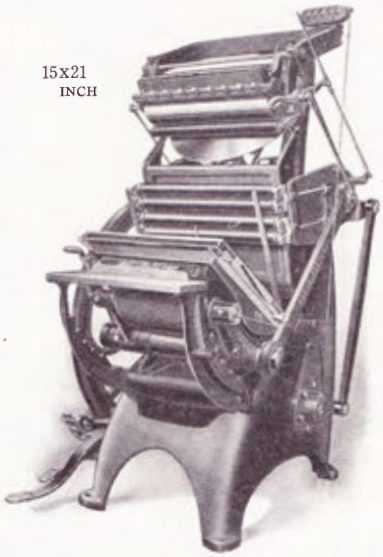
The Golding Art Job Presses occupy a distinctive position among platen printing presses. They are built extra heavy and strong, insuring great durability, yet they are very speedy and easy to make ready. The frame and bed are ponderous castings, ribbed and braced at all necessary points to stand an enormous strain. No unevenness or settling of floors can affect the alignment of the bed with the platen or cause the working parts to get out of true. All bearings are reamed with extra care and the shafts bear direct upon the iron, insuring rigidity at the moment the impression is taken. All castings which make up the vital parts of the impressional movement are built extra heavy and all impressional parts work from positive fixed centers, and there are no cams or sliding surfaces. The motion and power being supplied by the crank, the impression is imparted by a powerful compound lever or toggle; with the aid of this toggle an impressional force is obtained which is many times greater than the original power supplied by the crank.

12x18 INCH



NO. 18 GOLDING ART JOBBER, STYLE C
ART FOUNTAIN, COUNTER, POWER FIXTURES
SAFETY FEED GUARD AND ADJUSTABLE
ROLLER TRUCKS

15x21 INCH



NO. 21 GOLDING ART JOBBER, STYLE C
ART FOUNTAIN, COUNTER AND
POWER FIXTURES

The duplex distribution feature both on the No. 18 and the No. 21 Golding Art Jobbers means two distributions from two separate points at each impression, the four-roller distribution going down from the fountain and the four-roller distribution going up from the duplex distributor. This exclusive feature makes it possible to successfully handle the highest grade of letterpress and halftone printing. Treble distribution, when required, may be obtained by adding vibrating rollers. The No. 18 and the No. 21 Golding Art Jobbers are of same construction, except that on the No. 18 the platen and rocker are merged into one massive casting, with the impression adjustment located in the bed, but operated in much the same way as on all other Golding Jobbers. This arrangement increases speed and makes it a much faster press.

A half-length fountain may be obtained for either the No. 18 or the No. 21 Golding Art Jobber.

INFORMATION REGARDING GOLDING JOB PRESSES

	No. 6	No. 7	No. 8	No. 18	No. 21
Floor space, feed table closed	31½x44½ in.	37¾x51 in.	40x58 in.	41x59½ in.	53¾x74 in.
Diameter of rollers	1½ in.	1¾ in.	1¾ in.	1¾ and 2 in.	2 and 2¼ in.
Maximum impressions per hour	2800	2500	2200	2400	1800
Revolutions of flywheel to each impression	4	5	6	6	7
Shipping weight, complete	1050 lbs.	1530 lbs.	2150 lbs.	2800 lbs.	3250 lbs.

The two middle rollers of No. 18 and No. 21 are cast ¼ inch larger than those which work with them.

Diameter of rollers should be as nearly as possible ⅛ inch larger than diameter of roller wheels.

For use with the Golding Vibrator Rider Roller both rollers should be exactly the same diameter and should not exceed 2 inches on the 15x21 and 1¾ inches on the 12x18 Art Jobber.

THE GOLDING JOBBERS

MADE IN THREE SIZES: 8x12 INCH, 10x15 INCH AND 12x18 INCH

Golding Jobbers are marvels of efficiency, especially in regard to the platen construction and size of impression-sustaining shafts and connections. The impression is sustained by the drawbars, two impression shafts and a throw-off shaft. The drawbars are of high grade steel, drop-forged and tested to withstand an enormous tensile strain. The absence of any jar or recoil after the impression exerts a safeguard against undue wear of the bearing surfaces that sustain the impression, the strain being distributed equally over all parts of the frame. Although the platen moves forward to the bed at a rapid rate of speed, the actual impression is taken at a slow, steady, ever-increasing squeeze. The use of a compound toggle makes all movements of a positive character, with no suggestion of a cam or sliding bearing surface. The platen in its movements describes part of an arc of a circle; and its center, located just below the bed, sustains none of the friction generated by the immense impressional power. An extra long feeding dwell is obtained by the differential platen movement, which permits easy feeding.



NOS. 7 AND 8 GOLDING JOBBER WITH DIRECT CURRENT MOTOR AND CONTROLLER, AUTOMATIC RELEASE AND QUICK-STOP BRAKE

The automatic brayer fountain used on the Golding Jobber delivers to the large ink cylinder an ink film almost perfect as to its uniformity. The knife is screwed solidly to the bottom of the ink well and its edge bears directly on the fountain cylinder in precisely the same manner as a cabinetmaker uses a steel scraper. The set screws pass through the clamp and engage the iron ink well in the regular fountain, three of them being engaged in a thread passing through the clamp and bearing against the ink well, while the other two pass through the clamp and engage a thread in the ink well. The rotation of the fountain cylinder is adjustable to give from the smallest touch of new ink surface to an amount equal to the circumference of the brayer. The brayer roller is actuated by a rod connection with the form roller frame and transfers the ink gathered from the fountain cylinder to the disc in two full sweeps. By manipulating the fountain set screws it is possible to let the ink flow freely into center of the disc and run light on the edges, or vice versa.

Golding Jobbers are in use in hundreds of printing offices, and they are considered to be money-making machines. The quick make-ready features, automatic ink supply, high speed, long dwell of platen, etc., make for unusually high production.

OFFICIAL HAND PRESSES

MADE IN THREE SIZES: 4x6 INCH, 6x9 INCH AND 8¼x12½ INCH

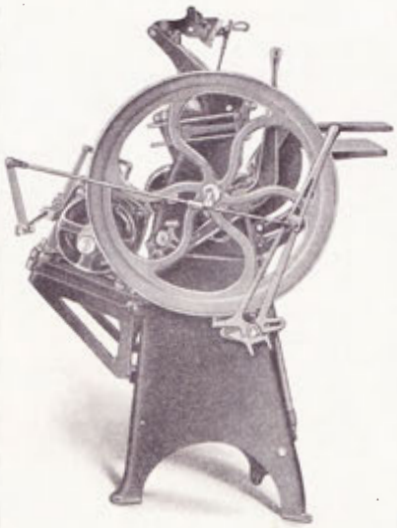
Official Hand Presses are simple in construction and easily adjusted. The frame and bed are one casting. The construction is such that the power strain is compression and the bed and platen are so supported by cross braces that it is impossible to spring them under the heaviest impression. The power is amply sufficient to print a full form of type. There are no gears or springs to be strained or broken and no occasion for repairs. The working parts are perfectly balanced at every point in their movement. These presses require very little power and are almost noiseless in operation. Each press stands upon a pedestal, combining beauty and strength.

The ink distribution is obtained by a rotating disk and two rollers which have full movement on the disc. The rollers are carried twice completely over the form and the roller springs cannot be strained. Make-ready is easy and presses can be rapidly operated. Official Hand Presses are shipped complete with cast rollers, chase, wrench and base board.

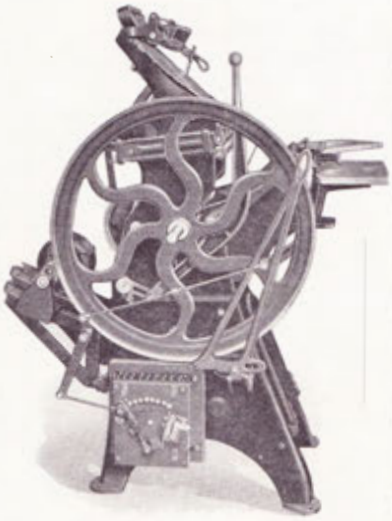
THE IMPROVED PEARL PRESSES

MADE IN TWO SIZES: 5x8 AND 7x11 INCH

The Improved Pearl Press is especially recommended for printing offices doing a considerable amount of small stationery work, such as billheads, business cards, society cards, envelopes, menus, office blanks, and any of the lighter grades of work calling for high speed and an easy-running press. Hundreds of them are in use in large and small offices doing a general line of small commercial forms. The maximum speed of the Improved Pearl depends altogether upon the size of the sheet and the ability of the operator to feed the press. Some operators obtain better than 3000 impressions per hour on ordinary work, but this does not represent the limit at which press can be run. The platen lies in a position to facilitate rapid and accurate feeding. The impressional force is imparted by a toggle or double lever. One end of the toggle is fixed to the frame and the other end is joined to platen rocker. It is straightened out by the connecting rod being forced down by the crank and its movement is arrested just before arriving at dead center. It is this feature, combined with the fast mechanical movement, that permits the press to be operated at so high a rate of speed.



NO. 8 IMPROVED PEARL PRESS



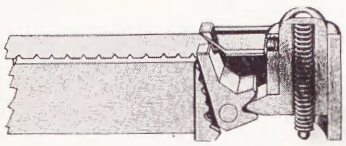
NO. 11 IMPROVED PEARL PRESS

The Improved Pearl ink distribution system is all that could be desired on a press designed to handle a miscellaneous line of light forms. The ink supply is automatic and adequate for any small job of printing. Making-ready forms is simple. The first cost, the upkeep and operating costs are low.

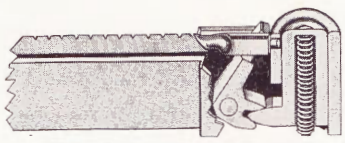
In the accompanying illustrations is shown the individual electric drive for Pearl Presses. The No. 8 Pearl shows the alternating current equipment and the No. 11 shows the direct current equipment. In both cases the motors are mounted on adjustable spring base supported by a cast iron bracket. The drive is by means of friction contact with the flywheel, while the motor is controlled by brake lever.

THE BURCH PERFORATOR

The Burch Perforator perforates while printing, without inking the stock or cutting the rollers. The base of the device is of solid metal, consequently no matter how much pressure is exerted by the quoins, it cannot affect the perfect working of the blade. The head may project into the furniture and needs no support, so no time is wasted on the stone. One simply locks perforator in form and the press does the rest. No quad or other makeshift is necessary to paste on the tympan. Measurements are taken over all; the 10 inch device just fills a 10 inch chase, but perforates only 8⅞ inches; the head in every case takes up 1⅛ inches.



THE BURCH PERFORATOR—OPEN

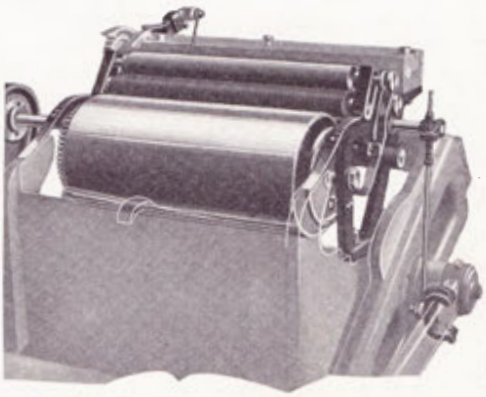


THE BURCH PERFORATOR—CLOSED

ROSBACK CYLINDRICAL INK DISTRIBUTOR

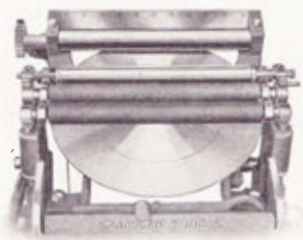
FOR 10X15 AND 12X18 INCH CHANDLER & PRICE PRESSES

The Rosback Ink Distributor attached to a Chandler & Price Press enables the printer to get practically the same ink distribution as is obtained on a cylinder press or a Universal-type platen press. It consists of a 7 inch vibrating cylinder, two composition distributing rollers, two metal vibrating rollers and a composition ductor roller. The ductor roller transfers the ink from a Chandler & Price long fountain to the distributors in whatever quantity desired. Ink taken from the fountain by the ductor roller is thoroughly distributed before it reaches the form rollers. Two revolutions of the 7 inch vibrating cylinder on the form rollers transfers the proper film of ink on them without streaks, resulting in a perfect job of platen presswork. The ink flow from fountain can be increased or decreased when and where needed by simply tightening or loosening the fountain screws.



ROSBACK CYLINDRICAL INK DISTRIBUTOR

The Rosback Distributor is not an experiment. It is virtually the same device used for years on the well-known Universal Printing Press, cleverly applied to a Chandler & Price Press without the necessity of drilling a hole. Increases the number of jobs that can be perfectly printed on a Chandler & Price Press, saves ink, and practically eliminates slip-sheeting. Instructions for attaching the Rosback Ink Distributor are sent with each machine.



C. & P. LONG FOUNTAIN
WITH VIBRATING ROLLER

CHANDLER & PRICE LONG FOUNTAIN

Chandler & Price Long Fountain is in daily use in thousands of printing offices, and always gives entire satisfaction. It is simple in construction, easily regulated and very effective. It should be equipped to every Chandler & Price Press.

Write for information and prices

THE CHANDLER & PRICE SHORT FOUNTAIN

The Chandler & Price Short Fountain may be attached to any size Chandler & Price Press, but it is especially recommended for the smaller sized machines. It is an economical and efficient device and will be found entirely satisfactory for everyday printing.



C. & P. SHORT FOUNTAIN

Information and prices sent to those interested upon request



NEW CENTURY INK
FOUNTAIN

NEW CENTURY INK FOUNTAIN

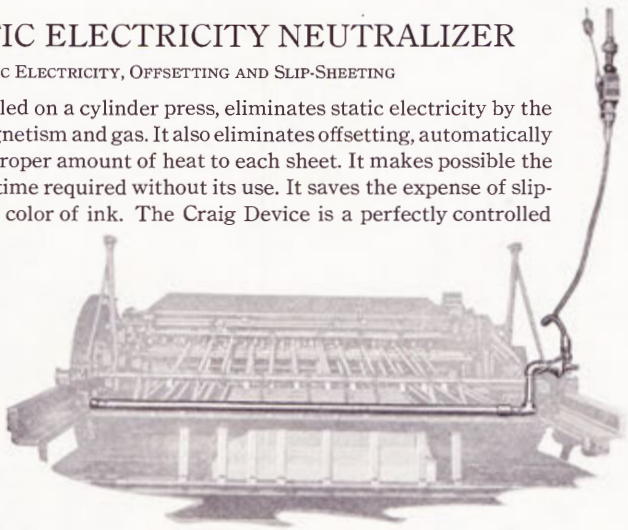
The New Century Ink Fountain is used on Chandler & Price and other Gordon Presses. It makes possible an evenly inked form, and an ink supply to meet every form requirement. Its quick one-screw ink regulation and one-screw contact adjustment not only save time, but insure an even, uniform color.

Write for information and prices

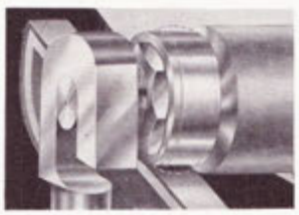
THE CRAIG STATIC ELECTRICITY NEUTRALIZER

ELIMINATES STATIC ELECTRICITY, OFFSETTING AND SLIP-SHEETING

The Craig Device, when installed on a cylinder press, eliminates static electricity by the proper application of electromagnetism and gas. It also eliminates offsetting, automatically drying the ink by applying the proper amount of heat to each sheet. It makes possible the backing up of forms in half the time required without its use. It saves the expense of slip-sheeting, yet permits of the full color of ink. The Craig Device is a perfectly controlled automatic invention, heated by gas, and works unfailingly; it is economical to operate, and will last as long as the press. When press is stopped an automatic arrangement cuts off the heat and turns it on again when the press is started, making the cost of operating the Craig Static Electricity Neutralizer less than five cents per hour. It can be installed on any make, style or size of either rotary or flat-bed press, and can be controlled from either feed side or drive side of the press. Send for descriptive pamphlet and names of concerns that are using the Craig Device. Prices quoted upon request.



THE CRAIG DEVICE



MORGAN EXPANSION ROLLER TRUCK

MORGAN EXPANSION ROLLER TRUCKS

FOR PLATEN PRINTING PRESSES

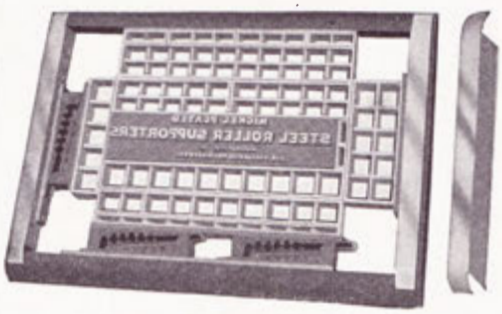
Morgan Expansion Roller Trucks will prevent the surface of inking rollers from cutting. They are made larger or smaller as required simply by turning a nut which acts upon two steel cones which either expand or contract the hard rubber tire upon the gudgeon. These trucks prevent rollers from "dragging" over the form, thereby lengthening the life of the rollers.

Set of 6—8x12 C. & P. Press.....$7.70	Set of 6—10x15 (No. 7) or 12x18 (No. 8) Golding....$7.70
Set of 6—10x15 C. & P. Press..... 7.70	Set of 4—10x15 Doyle-Allen Distributor..... 7.70
Set of 6—12x18 C. & P. Press..... 8.80	Set of 4—12x18 Doyle-Allen Distributor..... 8.80
Set of 8—14½x22 C. & P. Press.....11.00	Set of 8—14½x22 Doyle-Allen Distributor.....15.50

Extra Rubbers and Trucks may be purchased at reasonable prices

TRUE-STRAIGHT STEEL ROLLER SUPPORTERS

NICKEL PLATED AND POLISHED



TRUE-STRAIGHT STEEL ROLLER SUPPORTERS

For job presses these are among the best supporters yet devised. They occupy only ¼ inch of the inside space of a chase; they ease the pressure of the rollers on the form, prevent over-inking and save rollers from cutting, as they are ¾ inch wide on top. Being nickel plated, they will not affect the daintiest ink.

PRICES AND DIMENSIONS

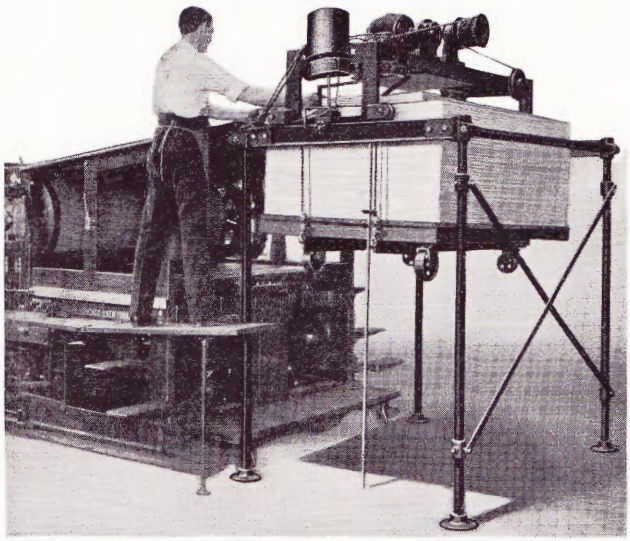
	Per Pair		Per Pair
For 5x8 chase.....	$0.30	For 10x15 chase.....	$0.50
For 6x10 chase.....	.30	For 11x17 chase.....	.50
For 7x11 chase.....	.30	For 12x18 chase.....	.50
For 8x12 chase.....	.40	For 13x19 chase.....	.50
For 9x13 chase.....	.40	For 14x20 chase.....	.75

For 14½x22 chase....$0.75

ROUSE CYLINDER PRESS PAPER LIFT

A GREAT CONVENIENCE AND TIME-SAVER

Rouse Paper Lift for hand-fed presses is a semi-automatic electric elevator that will lift one ream or a day's run of paper rapidly and without muscular effort. A load of stock is wheeled beneath the lift; cable ends are attached under the truck or platform and the motor lifts the load for the feeder, stopping when the top of the stack is about four inches above the feed board, when the motor switch is automatically thrown out. There is no adjustment for different size sheets or when making the change from one weight of paper to another.



ROUSE PAPER LIFT, STYLE C

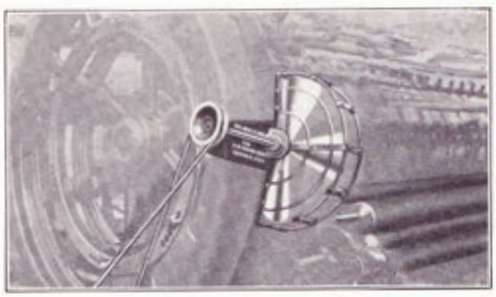
Rouse Paper Lifts use very little power and they save a great deal of time and money in the handling of stock for hand-fed presses.

To accommodate various kinds and sizes of printing presses the Rouse Paper Lift is made in several types or styles, all of which are fully described and illustrated in a pamphlet which will be promptly sent to interested printers upon request. Ask for quotations.

ROUSE ROLLER FANS FOR CYLINDER PRESSES

SAVE ROLLERS IN HOT WEATHER

The Rouse Roller Fan is a simple yet efficient device made especially for cylinder presses. The fan is so located on the press that a stream of cool air is blown under and on the composition rollers, retaining a temperature that keeps them from melting in extreme hot weather. Rouse Roller Fans have proven of great assistance in maintaining efficiency in the pressroom during the hot weather months. They are made in several styles to meet the requirements of the presses on which they are intended to be installed. If you want to keep your rollers cool in hot weather, install these fans and note the result.



A circular, describing Rouse Roller Fans, with prices, will be sent upon request.

PRESS POINTS AND WRENCH

A time-saving improvement over the old method of using nails or wire. Points are screwed into the proper position and may be raised or lowered to make the hole in the sheet the size wanted.



PRESS POINT AND WRENCH

Points, per dozen .....$2.00 Wrench.....$1.00

ELECTRIC MOTORS FOR PRINTERS AND BINDERS

FOR SAFETY, ECONOMY AND CONVENIENCE

Electric motors, whether direct or alternating current, have long been recognized as the most desirable driving power for either a cylinder press, job press or other piece of machinery in a printing office or bookbindery. The reasons no longer need elaboration. Cleanliness, safety, economy and convenience are the attributes of the electric motor not possessed by any other form of drive. An individual motor for each machine is now standard practice, the logic of which has been repeatedly confirmed by the economy and flexibility resulting from such installations.

We handle the motors and equipments of two leading manufacturers who have made a special study of the requirements of printers and bookbinders, and there is nothing better for the purpose on the market, whether the equipment wanted is for cylinder presses, job presses, paper cutters or other machinery.

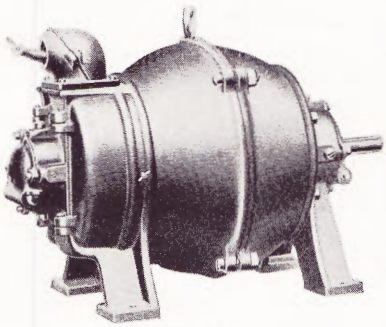


ILLUSTRATION NO. 1
GENERAL ELECTRIC TYPE RT
DIRECT CURRENT MOTOR

GENERAL ELECTRIC DIRECT CURRENT MOTOR

Illustration No. 1 shows General Electric Type RT Direct Current Motor. This powerful enclosed motor is particularly adapted to job presses and paper cutters on account of its heavy starting power and overload capacity. Shunt windings are used on job presses, and compound on cutters.

GENERAL ELECTRIC DIRECT CURRENT CONTROLLER

Illustration No. 2 shows General Electric CR-6365 Direct Current Controller. This is the enclosed type with externally operated pre-set speed handle. Motor is started and stopped with snap switch or line switch.

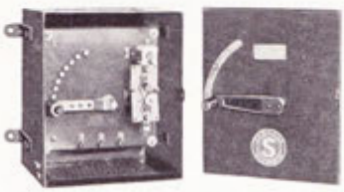


ILLUSTRATION NO. 2
GENERAL ELECTRIC CR-6365 DIRECT
CURRENT CONTROLLER

GENERAL ELECTRIC ALTERNATING CURRENT MOTORS

General Electric BSS single, two and three phase Alternating Current Motors for Chandler & Price Presses are equipped with speed change secured by means of a convenient foot control. Wide range of speeds and fine adjustment can be secured. Only two wires are necessary. Absence of rheostats results in simplicity and high efficiency at all speeds. Motors have compensating winding, which gives good commutation and results in long life of motor.

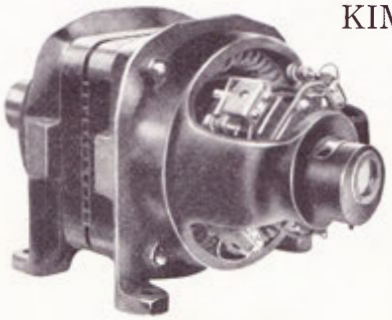


ILLUSTRATION NO. 5
KIMBLE MOTOR FOR CYLINDER PRESSES

KIMBLE MOTORS AND EQUIPMENTS

FOR CYLINDER PRESSES

Illustration No. 5 shows a Kimble Class AR Single Phase Alternating Current Cylinder Press Motor. It is well adapted for operating individual presses or groups of presses. A casual study of the illustration will reveal the simplicity of the design. Simplicity in design means fewer parts to need attention and freedom from the shutdowns which invariably occur with complex apparatus. Nothing has been sacrificed to obtain this simplicity in design.

Send for pamphlets describing and illustrating the complete line of Motors and Equipments. Ask for quotations

KIMBLE REVERSIBLE MASTER UNIT CONTROL

FOR CYLINDER PRESS MOTORS

The Kimble Master Unit Control has four positions—inch, run, stop and reverse—and gives seven forward speeds and one reverse speed. The inching feature of this equipment is very advantageous and desirable, and is not found in the ordinary control system. It starts the motor with constant pull regardless of the setting of the speed regulator. Ample starting torque under all conditions is thereby assured; the speed can be set as desired for the run of work; and the setting is not disturbed by the stopping and starting of the motor.

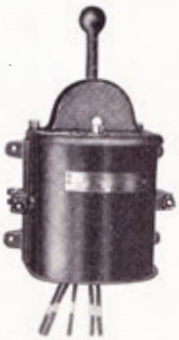


ILLUSTRATION NO. 6
MASTER UNIT

KIMBLE MOTOR WITH NEW SPEED CONTROL

AN IMPORTANT IMPROVEMENT

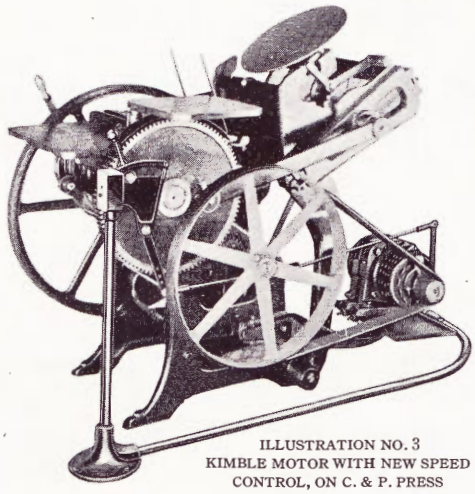


ILLUSTRATION NO. 3
KIMBLE MOTOR WITH NEW SPEED CONTROL, ON C. & P. PRESS

Illustration No. 3 shows a Kimble Motor with belt drive and the new speed control attached to a Chandler & Price press. The control is an important improvement on other methods of equipping job presses with motors. The motor stands on a special base bracket which is attached to the press on the right side and the speed control is located at the right-hand side of the feeder within easy reach. A casual study of the illustration will reveal the simplicity that has attended the design of the Kimble Motor equipment for job presses.

The manufacturers of Kimble Motors have made a study of the requirements of printers and bookbinders and consequently have developed a splendid line of electric motors and equipment for printing presses and bookbinding machinery.

KIMBLE MOTOR WITH FRICTION DRIVE

CLASS LR MOTOR WITH L-559 FRICTION DRIVE

Illustration No. 4 shows Kimble Class LR Motor with the L-559 Friction Drive Attachment complete. The motor is installed close to the flywheel, and the leather friction pulley on the motor drives the press. This method of installation of motors is preferred by some printers as it eliminates the leather belt. A simple pedal, placed near the feeder's foot, is attached to the control lever of the motor with a small rod. Adjusting the pedal in one direction causes the press to speed up, and adjusting pedal in opposite direction causes the press to slow down. It is not necessary to keep foot on pedal except when changing speeds. Write for circulars and quotations.

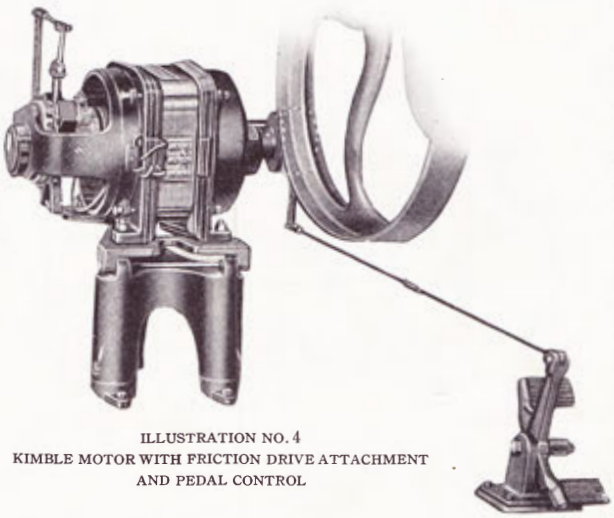
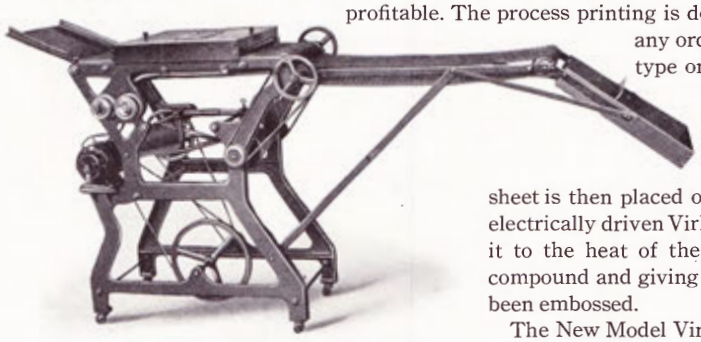


ILLUSTRATION NO. 4
KIMBLE MOTOR WITH FRICTION DRIVE ATTACHMENT AND PEDAL CONTROL

NEW MODEL VIRKOTYPE MACHINE

FOR PRODUCING EMBOSSED EFFECTS DIRECT FROM TYPE WITHOUT DIES OR PLATES

The class of work produced by Virkotype Process Embossing Machines is a comparatively new departure in the printing business. The work commands good prices and consequently is profitable. The process printing is done in the same manner as any ordinary job—direct from the type or cuts, but with a special pigment or ink. After printing, a powdered compound is distributed over the sheet while the ink is moist. The sheet is then placed on the endless carrier of the electrically driven Virkotype Machine, subjecting it to the heat of the oven, thereby baking the compound and giving it the appearance of having been embossed.



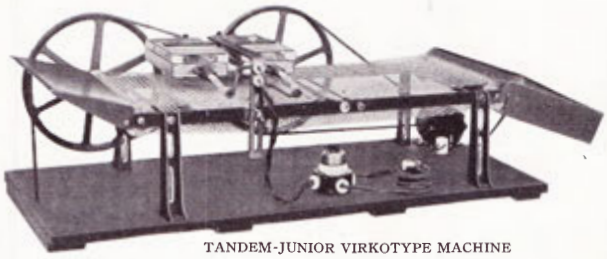
NEW MODEL VIRKOTYPE MACHINE

The New Model Virkotype Machine illustrated takes a sheet up to 12½ in. wide, any length.

TANDEM-JUNIOR VIRKOTYPE MACHINE

The Tandem-Junior is a model made especially to sell at a small price. It handles a great range of work and produces a big output. It carries two heaters connected side by side, doubling the usual heating area, both of which may be used when necessary for heavy work, such as cardboard and cover stocks. The Tandem-Junior is shipped complete with either alternating or direct current motor for 110 or 220 volts.

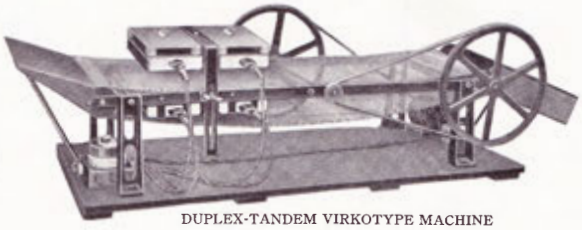
When making inquiry state the current, voltage and cycle of motors required in your plant.



TANDEM-JUNIOR VIRKOTYPE MACHINE

DUPLEX-TANDEM VIRKOTYPE MACHINE

Duplex-Tandem Virkotype Machine is belted for two speeds and is equipped with four electric heaters, two above and two below, as shown in the illustration. The heat may be applied from one or all four heaters, meeting any heat conditions necessary in printing, by simply inserting or withdrawing a connecting plug.



DUPLEX-TANDEM VIRKOTYPE MACHINE

The Duplex-Tandem Virkotype Machine is equipped with either alternating or direct current motors for 110 or 220 volts and must be operated from the power current.

DATA ON VIRKOTYPE PROCESS MACHINES

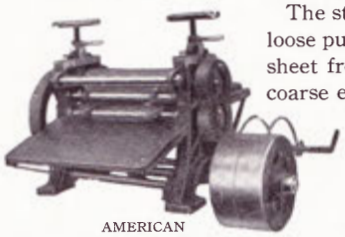
Machine	Length When Open	Height	Width	Length Closed	Weight	Shipping Weight	Motor Equipment
New Model	7 ft. 6 in.	3 ft. 3 in.	1 ft. 9 in.	3 ft.	225 lbs.	400 lbs.	Direct or Alternating
Tandem-Junior	3 ft. 6 in.	1 ft. 4 in.	1 ft. 6 in.	——	75 lbs.	175 lbs.	Direct or Alternating
Duplex-Tandem	4 ft.	1 ft. 4 in.	1 ft. 6 in.	——	85 lbs.	175 lbs.	Direct or Alternating

Send for circular giving prices and fully describing Virkotype Machines and the process, compound and inks

AMERICAN ROUGHING MACHINES

FOR PEBBLING PAPER STOCK AND FABRICS

The American Roughing Machine has been on the market for many years and is considered the standard machine for roughing or pebbling printed sheets. Many of them are in successful operation. They are simple, strong and efficient machines and should last an indefinite period.



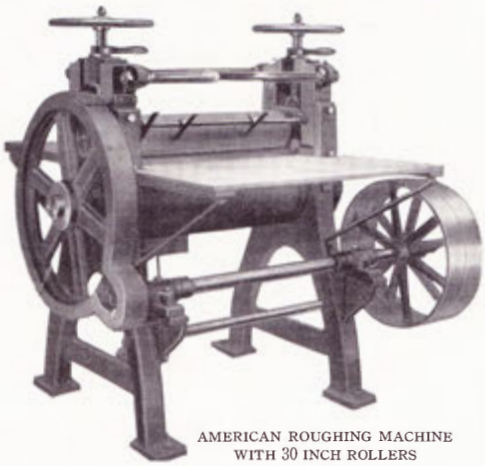
AMERICAN
BENCH ROUGHING MACHINE
WITH 15 INCH ROLLERS

The standard equipment includes one steel embossed roller, tight and loose pulley, belt shifter, feed and delivery tables, and clips for stripping sheet from roll. The steel rollers can be engraved to represent fine or coarse eggshell, skytogen and other patterns. The American Roughing Machine is made in four sizes, as follows: 15 inch and 20 inch sizes are bench machines; 24 inch and 30 inch sizes are regular high frame or floor machines.

DETAILS OF THE AMERICAN ROUGHING MACHINES

Size of Machine	Dimensions Outside	Shipping Weight	Horsepower Recommended
15 inch	2x2½ feet	450 lbs.	1¼
20 inch	2½x3½ feet	625 lbs.	2
24 inch	4x4½ feet	1800 lbs.	2
30 inch	6x6 feet	3200 lbs.	3½

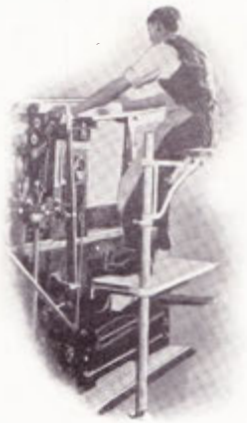
Send for descriptive catalogue and prices



AMERICAN ROUGHING MACHINE
WITH 30 INCH ROLLERS

AMERICAN CYLINDER PRESS SEAT

The American Cylinder Press Seat fits any cylinder press, entails no trouble to attach, and when in place is strong and secure. It fastens to the floor and to the feeder's platform. Can be adjusted in any direction, swings out of the way or may be taken off entirely. For pony cylinder presses without feeder's stand to attach it to, the American Press Seat is shipped with a heavy standard of correct height, which can be securely fastened to the floor at the proper distance from the press. This arrangement will be found very convenient. Write for prices.



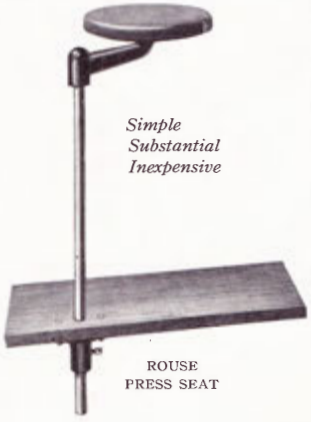
AMERICAN CYLINDER PRESS SEAT

ROUSE PRESS SEAT

FOR CYLINDER PRESSES

The Rouse Press Seat is simple, substantial and inexpensive. It is attached securely to the press by three bolts affixed to the feeder's platform. The seat swings freely on the end of a steel support which may be quickly adjusted. Write for circular and prices.

Simple
Substantial
Inexpensive



ROUSE
PRESS SEAT

IRON AND RUBBER TIRE FORM TRUCKS

FOR TRANSPORTING HEAVY FORMS

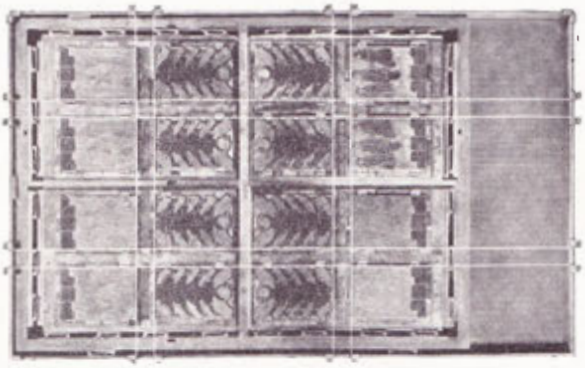


No. 1, with Iron Tires	$6.00
No. 2, with Rubber Tires	8.50

ROUSE LINING AND REGISTER SYSTEM

A PRACTICAL TIME-SAVING DEVICE

The Rouse Lining and Register System has proven to be a great time-saver in locking up forms for press. The system has been in use for a number of years and has been acclaimed thoroughly practical and one that will not antagonize the workmen in any shop. The device can be attached to any iron imposing surface of sufficient size, and any good mechanic can install it with the aid of the instructions furnished.



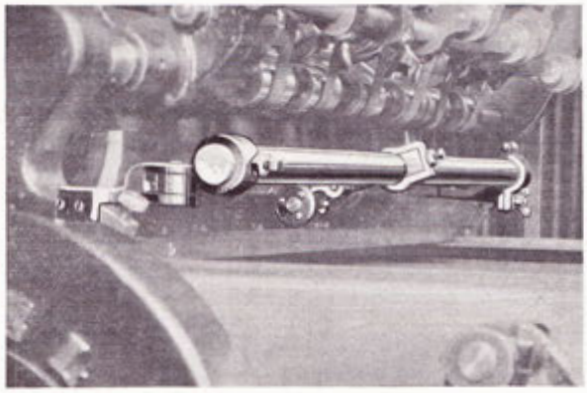
ROUSE LINING AND REGISTER SYSTEM

In operating the Rouse Lining and Register System, the stoneman makes up the form in the usual way, getting the margins and register as nearly perfect as possible. After this is done the lining system is brought into use and proves the correctness of his work and catches any error that may have been made before the form is sent to the pressroom. By using the Rouse Lining and Register System a great deal of time in holding up presses can be saved, for with the system it is possible to lock up a large form so perfectly in register that it need not be disturbed by the stoneman after being put on press. Circular will be sent on request. Ask for quotations.

HOFF PERFORATOR, SLITTER AND SCORER

A COMBINATION ATTACHMENT FOR KELLY PRESSES

The Hoff Combination Slitter, Perforator and Scorer Attachment for Kelly Presses cuts, perforates and scores the stock absolutely straight and accurate while the sheet is being printed. Where such work is to be done great economies are secured by the use of this ingenious and reliable invention. Perforating, slitting and scoring are done with steel discs. The cutting edge of a steel disc runs against edge of a narrow steel band, which is placed around the cylinder and held securely by an ingenious device. The edge of the disc and the edge of the band being in contact gives a clean shearing cut. It operates successfully on a wide range of stock, covering all grades from onionskin to cardboard. The Hoff Perforator, Slitter and Scorer Attachment does not interfere in any way with the make-ready of the press, and the top sheet of the tympan can be changed at any time. It has also been found a great help for the bindery in obtaining accurate folding. Write for information and prices.



HOFF PERFORATOR, SLITTER AND SCORER

HART'S COMBINATION PAPER JOGGER

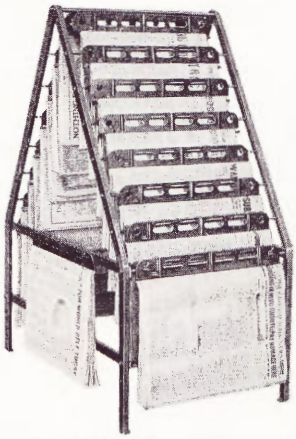
Sizes: 24x36, 25x38, 28x42, 32x44, 36x48, 38x50, 42x56, 44x64 inches. Ask for quotations.

ROUSE NEWSPAPER RACKS AND HOLDERS

CONVENIENT FOR THE EDITORIAL ROOM

Rouse Handy Newspaper Files and Racks are substantially built of steel and finished in olive green. The files or holders are large enough to accommodate any newspaper, and the racks are made in three sizes, as follows: No. 1 holds six files; No. 2 holds eight files; and No. 3 is a double rack and holds 18 files. A device may also be had for punching holes in newspapers for the binding pins in the files, as well as a hook for hanging an individual file near a desk.

Every newspaper office, public library and reading room should be equipped with one or more of the Rouse Handy Files and Racks. They are exceedingly convenient and invariably add tone to the appearance of the room in which they are installed. Ask for prices.



ROUSE NEWSPAPER RACK



ROUSE NEWSPAPER HOLDER

SUPERIOR NEWSPAPER FILE

MADE IN TWO SIZES: 30 INCH AND 32 INCH

The Superior Newspaper File is made of steel. It is light, simple, and with ordinary use is indestructible. It is as quickly worked as picking up a pencil. Simply lift up the top strip, file your paper and replace upper clamp, which automatically locks itself. No screws or hinges. The Superior File is recommended as the most practical and durable of its kind.



SUPERIOR NEWSPAPER FILE

SUPERIOR NEWSPAPER BINDER

FOR DAILY AND WEEKLY NEWSPAPERS AND LIBRARY READING ROOMS

This binder is well made of heavy board covered with slate colored duck. Posts are 3½ inches long, and hold 135 eight-page papers. The metal binding strips vary in length according to sizes required. They are 5/16 inch wide with two projecting points in which are holes to fit the binder posts. When the binder is filled, the springs on outside of cover fit into notches in top of post, making a permanently bound volume. With each Superior Binder are included 30 metal strips.

NUMBERS OF SUPERIOR BINDERS AND MAXIMUM SIZE OF NEWSPAPER PAGE

No. 1.....16x11 inches	No. 4.....22½x17½ inches	No. 6.....24x19 inches
No. 2.....20x13 inches	No. 5.....24x17½ inches	No. 7.....25½x19 inches
No. 3.....22½x15½ inches		

Additional strips are packed in boxes of 30 each

HAMILTON NEWSPAPER FILE



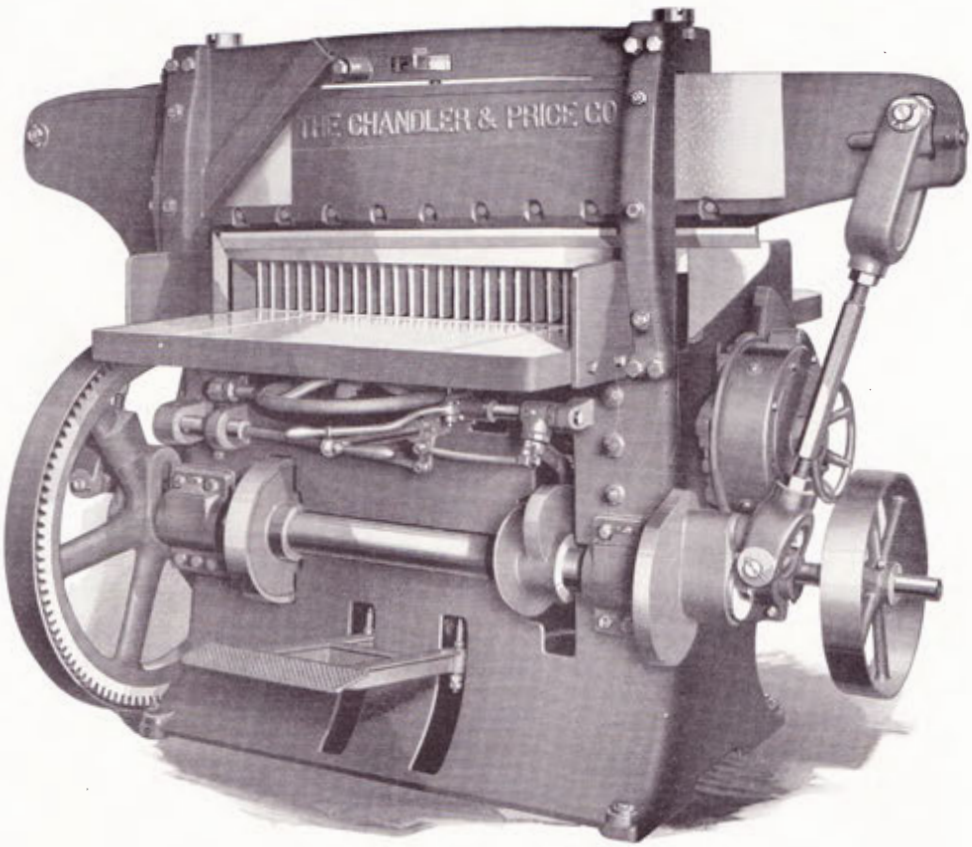
HAMILTON NEWSPAPER FILE—CLOSED

The Hamilton Newspaper File is strong and efficient, and simple in operation. Made of oak, with brass fastenings, in sizes for 4, 5, 6, 7, 8 and 9 column papers. Quotations upon request.

CHANDLER & PRICE AUTOMATIC PAPER CUTTER

MADE IN THREE SIZES: 40, 44 AND 50 INCH

The Chandler & Price Company have manufactured diversified machinery for printers for more than a quarter of a century and their long experience in the business has taught them exactly what the trade requires. It was the Chandler & Price Company that standardized the Gordon press and made it a machine that can be depended upon for excellent service and one that is simple enough in its construction to enable it to be successfully operated by the most



FRONT VIEW OF THE CHANDLER & PRICE AUTOMATIC CLAMP POWER PAPER CUTTER

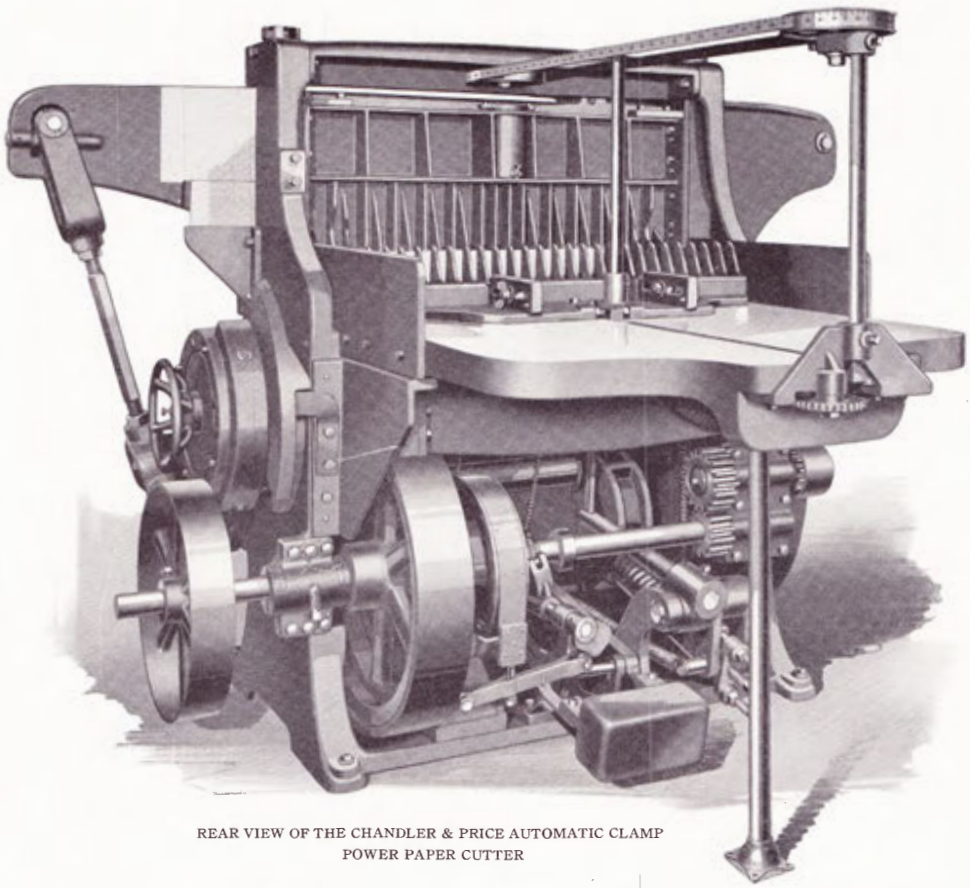
inexperienced hands. What was done with the Gordon press has been done with the paper cutter. A standardized automatic clamp power paper cutter, answering every requirement of the printer and bookbinder, that can be marketed at a fair price, is the object of the manufacturers. No frills or unnecessary parts have been added to the Chandler & Price Automatic Clamp Power Paper Cutter to make it unnecessarily expensive to manufacture; on the contrary, the aim of the manufacturers was to design the cutter with the same regard for simplicity and exactness as was the case with the famous Chandler & Price press.

Chandler & Price Automatic Clamp Power Paper Cutters are built to give the most service per dollar expended of any machine the printer can purchase. Their construction is sturdy and as simple as an automatic cutter can be. Ample metal has been used to prevent springing of knife bar or bed, assuring accurate cutting and continuous service. The base of the cutter is made in one piece, giving support directly under the knife and binder, and adding rigidity to the whole machine. A brief description of this new paper cutter appears on the following page.

CHANDLER & PRICE AUTOMATIC PAPER CUTTER

MADE IN THREE SIZES: 40, 44 AND 50 INCH

The Chandler & Price Automatic Paper Cutter clamp can be brought down against the pack by means of the foot treadle, showing exactly where the knife will cut. The automatic clamp is independent of the knife. The pressure of the clamp is automatically released after the stock is cut, so that no power is absorbed by the clamp upon the upstroke. A double shearing cut with the pull in line of the knife-bar travel eliminates any chance of chatter. Extra heavy shafts with



REAR VIEW OF THE CHANDLER & PRICE AUTOMATIC CLAMP POWER PAPER CUTTER

extra wide bearings are used. A high-speed flywheel and back gears assure ample power for heaviest cuts. The flywheel and clutch are hung under the bed between two bearings. The cutting table is deeply ribbed to give rigidity and to prevent warping.

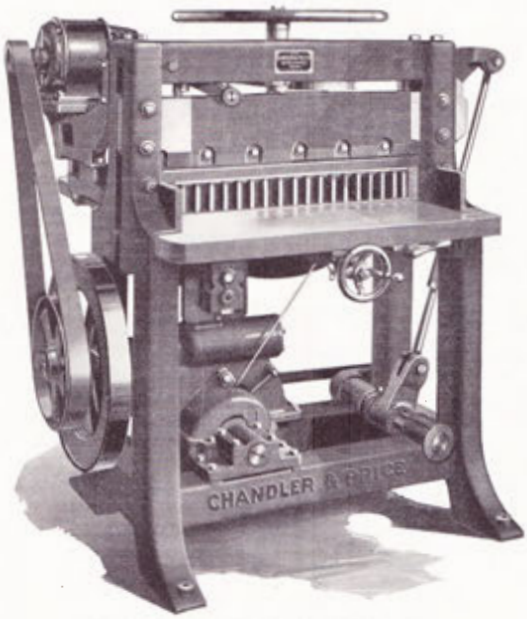
The Chandler & Price Automatic Cutters are equipped with accurate band gauge, interlocking clamp with removable flat plate for use upon fine work to prevent clamp fingers indenting stock, three-part back gauge, motor bracket, and two knives. The back gauge is governed by a chain and sprocket; actuated by the large handwheel under the bed, its action is rapid. The starting lever is within easy reach of the operator. Two movements are required to operate it. This prevents accidental starting of the machine. An automatic stop does away with the possibility of repeating. The oiling system has been carefully worked out, and especial thought was given to making it accessible. Ring oilers are used upon the back shaft.

Send for pamphlet fully describing and illustrating the Chandler & Price Automatic Clamp Power Paper Cutter
Quotations will be sent upon request

CHANDLER & PRICE POWER PAPER CUTTER

MADE IN THREE SIZES: 30, 32 AND 34 INCH

The Chandler & Price Power Paper Cutter is an up-to-date machine, simple in construction, and all parts are interchangeable wherever possible. Every good feature enters into its construction. It is a safe machine to operate, as a controller knob must first be pulled forward and then given a quarter turn before the clutch engages with the gear and the knife descends. It never repeats. The speed is twenty cuts per minute, each cut as straight as a die. The power mechanism consists of a worm and gear drive, and power may be furnished by either belt or electric motor. The worm drives the gear wheel, so that a great amount of power is always back of the knife. The worm wheel runs in oil, thus making the cutter noiseless, easy running and well lubricated. The knife bar is fitted to three inch housings. An extra large handwheel makes it easy to clamp. The clamp fingers have a broad surface which avoids creasing stock. All gauges are accurately squared with the knife. Back gauge extends within one inch of the side gauge. The table is amply large. The knife is made of fine steel and is readily adjustable. Extra knives may be obtained at reasonable prices.



CHANDLER & PRICE POWER PAPER CUTTER

Price of the Chandler & Price Power Paper Cutter equipped with motor, motor bracket, controller, belt, etc., or equipped for belt drive only, will be furnished upon request.

DATA ON CHANDLER & PRICE POWER PAPER CUTTERS

Size of Cutter	Width of Cutting Table	Floor Space		Horsepower Recommended	Shipping Weight
		Width	Depth		
30 in.	30½ in.	58 in.	61 in.	2	1860 lbs.
32 in.	32½ in.	60 in.	63 in.	2	1960 lbs.
34 in.	34½ in.	62 in.	65 in.	2	2096 lbs.

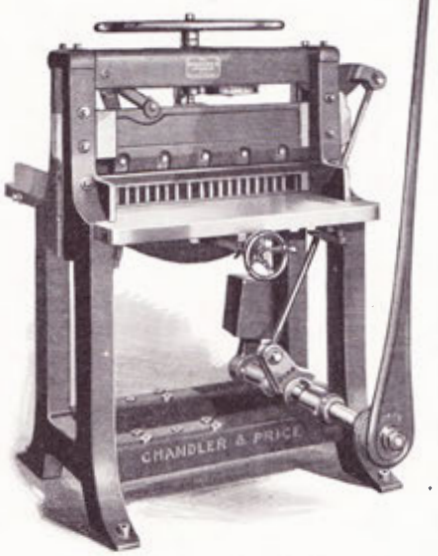
Equipped with Traveling Band Gauges and Two-Piece Back Gauges. Three-Piece Back Gauge furnished when desired.

C. & P. LEVER PAPER CUTTER

MADE IN 23, 26, 30 AND 32 INCH SIZES

Like the power cutters, the Chandler & Price Lever Paper Cutters are up-to-the-minute machines. Where paper cutting is such that it can be done by hand these cutters will be found ideally suited for the task. The 30 inch and 32 inch machines are equipped with traveling hand gauges, and are so constructed that they may be readily converted into power cutters for either belt drive or motor equipment. The 23 inch and 26 inch machines are intended only for hand cutting.

Shipping weights of the C. & P. Lever Cutters are as follows: 23 inch, 918 pounds; 26 inch, 1003 pounds; 30 inch, 1551 pounds; 32 inch, 1650 pounds.



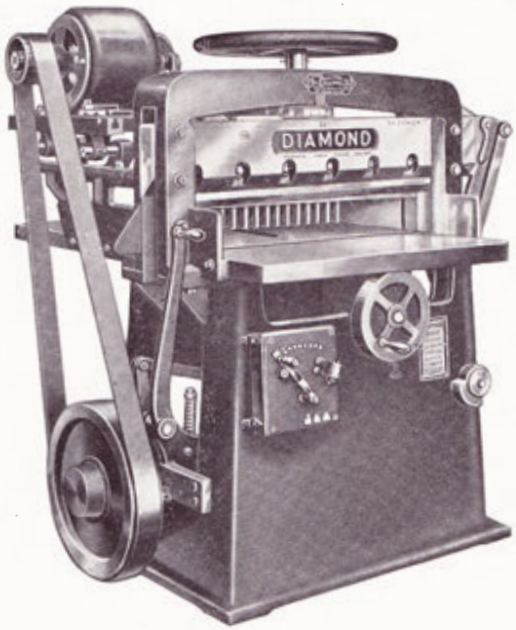
CHANDLER & PRICE LEVER PAPER CUTTER

Send for literature fully describing Chandler & Price Paper Cutters. Ask for quotations

DIAMOND POWER PAPER CUTTER

MADE IN 30, 32 AND 34 INCH SIZES

Diamond Power Cutters are strongly built to produce the maximum amount of cutting and trimming with the minimum effort at a minimum cost. Diamond Cutters are built of the very best materials, insuring long life and indestructible value. Hundreds of these machines are now being successfully operated in some of the best printing offices.



DIAMOND POWER PAPER CUTTER

Among the outstanding features are the following: Rapid, powerful clamp; massive one-piece base and powerful worm gear drive; knife-bar has three adjusting screws for each gib; knife has the double shear or dip-cut down to the last sheet, and can be stopped instantly at any point of cutting stroke, a safety factor that also saves stock in case of error; economical half-inch cutting sticks with holes for easy removal; automatic throw-off brake—cannot repeat; extra heavy center support under bed; scale in bed graduated to sixteenths of an inch; endless steel tape scale; triple split back gauge and easy to adjust; four auxiliary iron feet for raising cutter three inches, if desired, furnished with each cutter, their use being optional; Hyatt roller bearings in flywheel, and many other features that limited space will not permit describing.

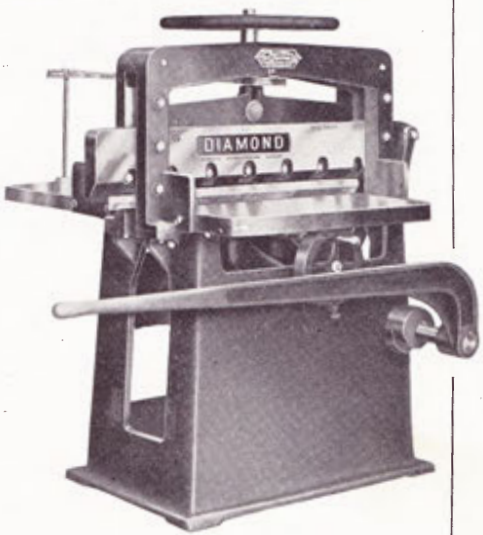
Price of the Diamond Power Paper Cutter, complete with motor, motor bracket, controller, belt and guard, will be furnished on request.

When writing give full particulars regarding electric current requirements.

DIAMOND LEVER CUTTER

MADE IN 30, 32 AND 34 INCH SIZES

The Diamond Lever Cutter is built on the same size and style frame as the Diamond Power Cutter. If your business does not warrant a power paper cutter, begin with the Diamond Lever Cutter and later order the necessary Diamond power fixtures, which you can easily attach yourself. This preserves all your original investment.



DIAMOND LEVER PAPER CUTTER

SPECIAL DATA ON DIAMOND PAPER CUTTERS

DIAMOND POWER PAPER CUTTERS

Size	Will Cut Paper	Easily Squares Full Width of Machine	Gauges Down to	Net Weight Without Motor Equipment
30 inch	30½ inches	30 inches	¾ inch	1850 pounds
32 inch	32½ inches	32 inches	¾ inch	1950 pounds
34 inch	34½ inches	34 inches	¾ inch	2050 pounds

DIAMOND LEVER PAPER CUTTERS

30 inch	30½ inches	30 inches	¾ inch	1385 pounds
32 inch	32½ inches	32 inches	¾ inch	1485 pounds
34 inch	34½ inches	34 inches	¾ inch	1950 pounds

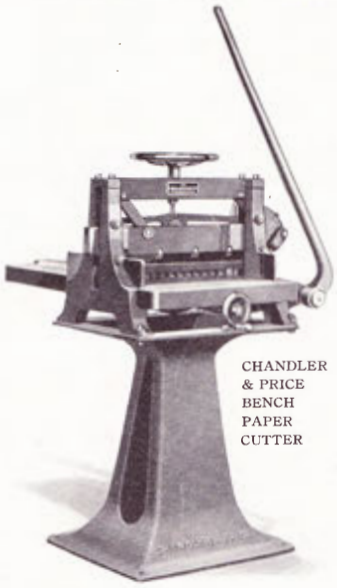
Write for prices and illustrated literature on Diamond Cutters

CHANDLER & PRICE BENCH PAPER CUTTER

MADE IN ONE SIZE ONLY: 19 INCH

The Chandler & Price Bench Paper Cutter possesses the four essential features of a small cutter—ease of operation, accuracy, speed and safety. It is equally as efficient as the larger and more costly machines. It will accommodate a sheet 19 inches wide by 24 inches long back of the knife. The knife itself raises 2¾ inches. The extra long lever and the perfect knife action provide a maximum of power without undue strain on the machine. The Chandler & Price Bench Cutter may be purchased either with or without the pedestal.

Shipping weight: with pedestal, 530 pounds; without pedestal, 340 pounds. Ask for quotations.



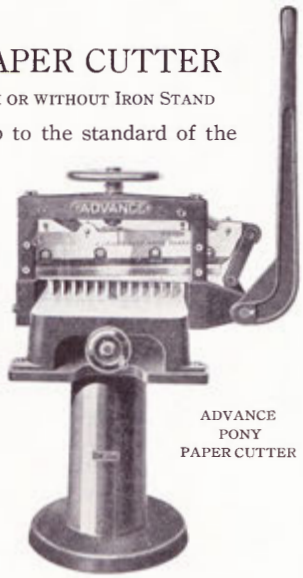
CHANDLER & PRICE BENCH PAPER CUTTER

ADVANCE PONY PAPER CUTTER

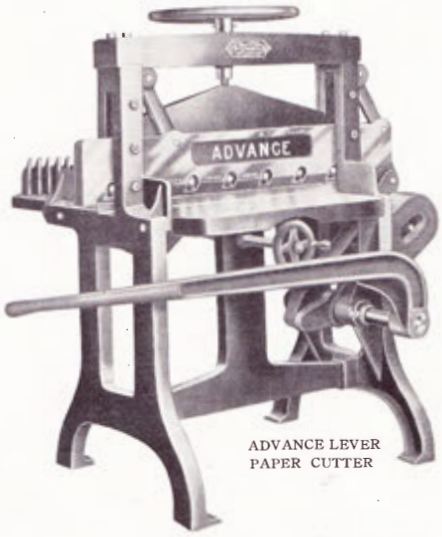
MADE IN 16 AND 19 INCH SIZES, WITH OR WITHOUT IRON STAND

This cutter is in every way up to the standard of the Advance Lever Cutters, and is valuable alike to small or large shops, even those equipped with larger lever and power cutters. This cutter has practically all the desirable features of the larger sizes. A safety device is provided to prevent the knife from descending prematurely, making the Advance Pony a safe machine.

A circular describing the Advance Pony Paper Cutter will be sent upon request. Ask for quotations.



ADVANCE PONY PAPER CUTTER



ADVANCE LEVER PAPER CUTTER

ADVANCE LEVER CUTTER

MADE IN FOUR SIZES: 23¼, 26¼, 30 AND 33 INCH

The Advance Lever Cutter is built for durability—for continued accuracy. Every strain and deteriorating influence has been anticipated and conquered. Every labor-saving point of quick action and rapid adjustment has been provided.

Massive knife bar; lever counterbalance; powerful compound leverage; interlocking clamp; large clamp wheel; adjustable gibs; heavy center support; side gauges both sides.

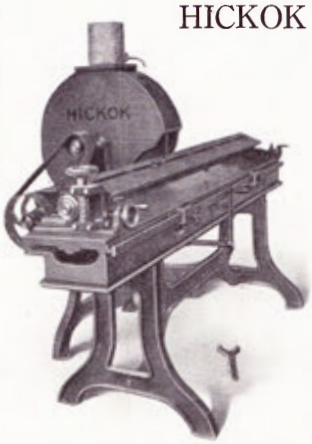
SPECIAL DATA ON ADVANCE PAPER CUTTERS

Specifications	16 Inch	16 Inch on Stand	19 Inch	19 Inch on Stand	23¼ Inch	26¼ Inch	30 Inch	33 Inch
Will cut paper	16¼ in.	16¼ in.	19¼ in.	19¼ in.	23½ in.	26½ in.	30¼ in.	33¼ in.
Squares full width of machine	16 in.	16 in.	19 in.	19 in.	23¼ in.	26¼ in.	30 in.	33 in.
Gauges down to	½ in.	½ in.	½ in.	½ in.	¾ in.	¾ in.	¾ in.	¾ in.
Net weight	280 lbs.	390 lbs.	360 lbs.	485 lbs.	850 lbs.	1000 lbs.	1360 lbs.	1430 lbs.

Send for descriptive circular giving complete details. Prices will be quoted upon application

HICKOK AUTOMATIC KNIFE GRINDER

FOR SHARPENING PAPER CUTTER KNIVES



HICKOK AUTOMATIC KNIFE GRINDER

The Hickok Automatic Knife Grinder is simple in construction, being devoid of many parts susceptible to wear and liable to get out of order. Frame is of iron and steel, strongly braced and accurately fitted. The reversing mechanism is thoroughly automatic and positive in short or long stroke. The knife grinder is drawn to position by a handwheel and set to a bevel by a worm gear.

The emery wheel used on Hickok Automatic Knife Grinder is of the best make, the grade of emery used being especially adapted to the work. The wheel is kept wet by water dripped from a can on the top of the hood. The application of water minimizes the possibility of the temper being drawn from the knife. The emery wheel is 22 inches in diameter and has a 1½ inch face.

Hickok Automatic Knife Grinder is made in two sizes: No. 2, will grind 48 inches or less; No. 4, will grind 60 inches or less.

Send for circular giving complete description and prices of the machine

CARBORUNDUM KNIFE STONE

FOR PAPER CUTTER KNIVES

The Carborundum Knife Stone is 4 inches in diameter and 1½ inches in thickness—a convenient size and shape to be used on paper cutter knives. One side is coarse grit for rough work, and one side fine grit for finishing.

Carborundum Knife Stone, price each $3.00



CARBORUNDUM KNIFE STONE

PAPER CUTTER KNIVES

WE HANDLE ONLY THE BEST MAKES

Paper Cutter Knives for any of the standard makes of paper cutters can be furnished on short notice. As the prices and sizes of the different makes vary considerably, we do not list them, but will quote promptly on any make and size you may require.



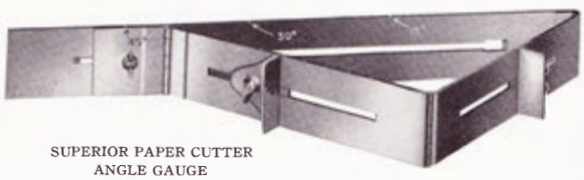
PAPER CUTTER KNIFE

Ask for quotations on paper cutter knives when you are in the market

SUPERIOR PAPER CUTTER ANGLE GAUGE

CUTS A TRIANGLE, DIAMOND, HEXAGON, OCTAGON, KEYSTONE, ETC.

The Superior Paper Cutter Angle Gauge fits any paper cutter 24 inch size or larger. Is adjustable for making a cut at any desired angle. Gauge is 24 inches wide, 3 inches high, and does not interfere with the paper cutter clamp. Gauge is easily adjusted and set firmly with thumbscrews. Has inch scale on front parts and 15, 30 and 45 degree angles stamped on back. Substantially made of heavy steel, dull nickel plated finish. Send for complete description and prices.

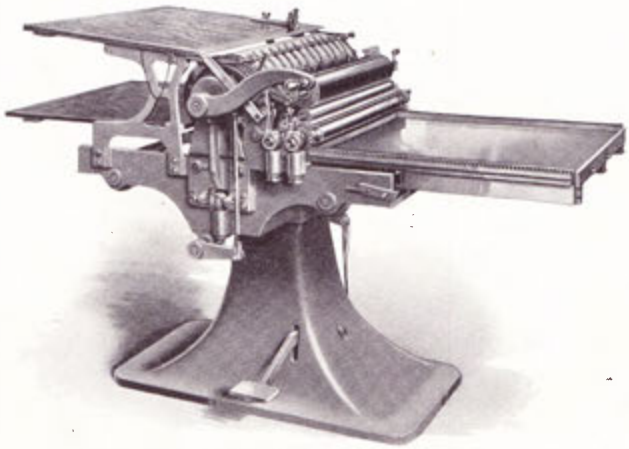


SUPERIOR PAPER CUTTER ANGLE GAUGE

THE POTTER PROOF PRESSES

STAND FOR EFFICIENCY IN THE COMPOSING ROOM

The line of Potter Proof Presses is well and favorably known wherever such machines are used. They take better proofs in less time, which means a saving of time and labor. Potter Proof Presses are well built. They are stiff and unyielding under impression and easy to operate. Potter Proof Presses are simple, safe, trouble-free, adapted to all kinds of work, and they never wear out.



NO. 3 POTTER PROOF PRESS EQUIPPED WITH STYLE A INKING DEVICE AND FEED BOARD

Nº 3 POTTER PROOF PRESS

SIZE OF BED, 25X25 INCHES

The No. 3 Potter Proof Press equipped with an automatic inking device and feed board is the most complete proof press ever offered printers. This new model recognizes and anticipates every demand for efficiency in modern printing office methods and will contribute more effectiveness to the whole matter of proofs than has heretofore been thought possible or even necessary. The outstanding features of this model are: Capacity to handle any form within the bed size of 25x25 inches; easy operation, as the bed rides entirely on rollers, the large impression roller turning on roller bearings and the cylinder on ball bearings, both packed in grease. Friction is thereby reduced to the minimum and, in spite of its size and weight, this press works easier than most other proof presses of even smaller size. The impression is rigid and accurate, and good register is assured because of the elimination of lost motion and side movement. The automatic inking device is a complete new device, made in two styles, one with drum-feed roller for quantity proofing and one without for intermittent proofing. The presence of inking device does not in any way interfere with the use of the machine when hand rolling.

Nº 2 POTTER PROOF PRESS

THE STANDARD PROOFING EQUIPMENT

The cylinder of the No. 2 Potter Proof Press is geared to a reciprocating bed and gives the true cylinder impression. Proof paper may be fed around the cylinder or laid directly on form. Has feed guides and grippers and a foot trip that prevents offset on return stroke. Ball bearings on cylinder shaft assure easy operation. The No. 2 Potter Proof Press is primarily a hand-inking machine and thousands of them are in daily use in the best printing offices of the country. However, they can be furnished with an automatic inking device when required. Size of bed: printing capacity, 17x25 inches; maximum size of bed, 17¼x26 inches.



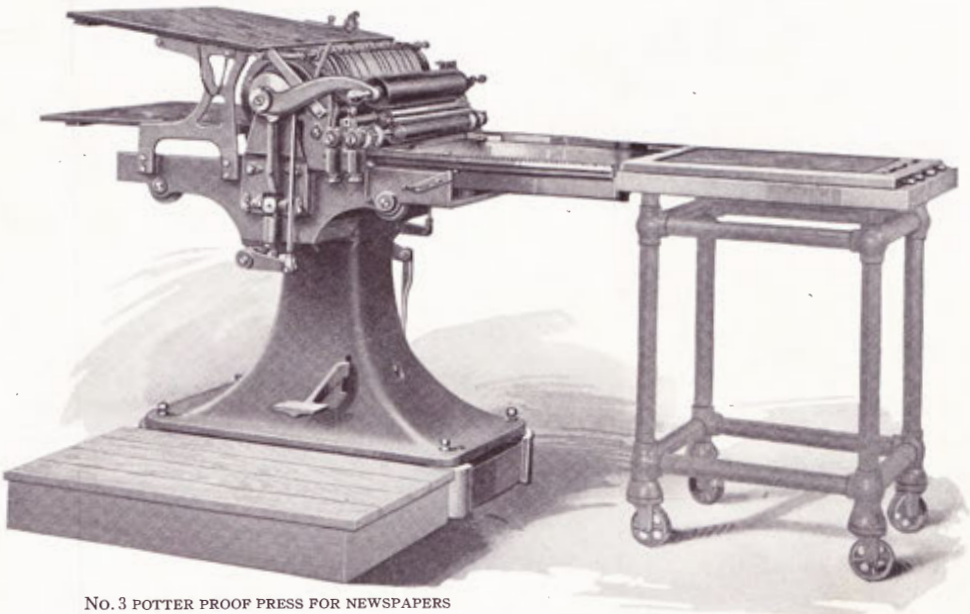
NO. 2 POTTER PROOF PRESS

Send for circular illustrating and describing the complete line of Potter Proof Presses and Inking Devices

No 3 POTTER PROOF PRESS FOR NEWSPAPERS

FOR PROOFING FULL-PAGE ADVERTISEMENTS

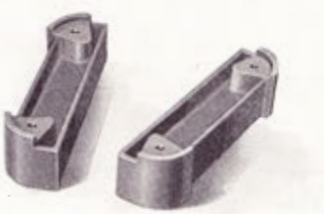
The increasing demand of large newspaper advertisers for clean proofs of full-page advertisements emphasizes the need of facilities in composing rooms of newspaper plants for taking such proofs well and quickly. To meet this situation the No. 3 Potter Proof Press has a specially designed equipment for handling full pages locked up in stereotyping chases, with a special



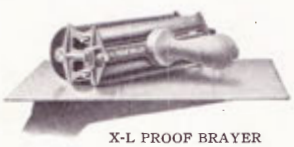
NO. 3 POTTER PROOF PRESS FOR NEWSPAPERS

equipment which automatically avoids the inking and printing of chase, side stick and foot stick. These several devices are embraced in the designation "*special inker.*" They do not interfere with the use of the press on smaller forms, as the operator proceeds in the usual manner on all his work.

Owing to the wide variation in chases and lock-up in newspaper composing rooms it is necessary to make certain mechanical changes before the press leaves the factory, consequently information is essential regarding the outside dimensions of the chase, and a page stereotype matrix should be furnished before prices can be quoted. We can assure you that the No. 3 Potter Proof Press with the special inker for newspaper composing rooms is the machine you have long looked for. Write for circular describing the equipment and ask for quotations.



ELEVATING BLOCKS



X-L PROOF BRAYER

POTTER PROOF PRESS INKING DEVICES

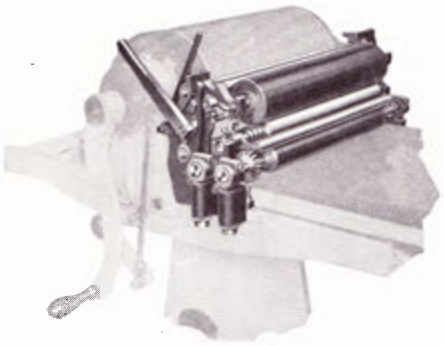
FOR NO. 2 AND NO. 3 POTTER PROOF PRESSES

These automatic inking devices are new in design and complete with every improvement.

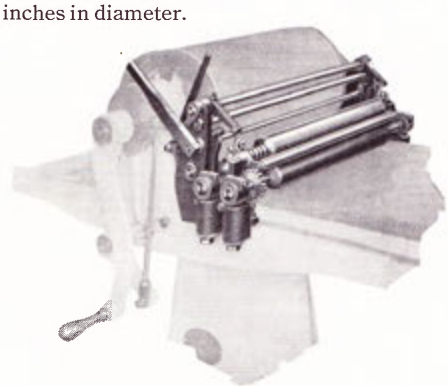
Style A Automatic Inking Device (see illustrations) carries a large supply of ink (which is equivalent to a fountain but much easier to clean) and is recommended when continuous proofing is to be done. The drum-feed comes in contact with the vibrator once each stroke of bed, with a fresh supply of ink. It is adjustable for long or short contact, according to amount of ink required and

POTTER PROOF PRESS INKING DEVICES—*Continued*

ink is laid directly on the drum-feed roller and distributed thereon by means of a small crank and idler. Style A Inking Device has two form rollers 2¼ inches in diameter, one steel vibrator, three idlers or distributors and one drum-feed roller 3½ inches in diameter.



STYLE A INKING DEVICE



STYLE B INKING DEVICE

Style B Automatic Inking Device is the same as Style A except that it lacks the drum-feed roller and, therefore, does not carry as large a supply of ink. It is recommended for general composing room use or for intermittent proofing. It has two form rollers 2¼ inches in diameter, one steel vibrator and two idlers. Each equipment includes two sets of roller cores without roller composition. Both styles of inking devices have trips and can be elevated out of the way, besides having trips to separate all rollers to prevent flattening when press is not in use.

No. 1 POTTER PROOF PRESS

A HAND ROLLED MACHINE



No. 1
POTTER PROOF PRESS
SIZE OF BED,
12X25 INCHES

The No. 1 Potter Proof Press is a high class machine especially adapted for the medium sized composing room not absolutely requiring an automatic inking device. Many hundreds of them are in use to-day, giving wonderful satisfaction, saving their owners money, and making it possible to submit entirely satisfactory proofs. The cylinder of the No. 1 Potter Proof Press is fitted with grippers, steel rods to hold the draw sheets, and provided with trip to throw the cylinder off the impression. As in all other models, the bed travels back and forth under the cylinder and has a continuous register rack engaged with the cylinder gear. The No. 1 Potter Proof Press is supplied with ink plate, brayer and galley plate.

INFORMATION REGARDING POTTER PROOF PRESSES

Number of Machine	Maximum Bed Size Inches	Printing Capacity Inches	Floor Space Bed Centered Inches	Floor Space, Bed Extended Both Sides, Inches	Shipping Weight (Domestic) Lbs.	Net Weight Lbs.
No. 3 Potter....	25x25	25x25	44x44	78x44	1750	1450
No. 2 Potter....	17¼x26	17x25	34x42	34x76	1000	800
No. 1 Potter....	12⅞x26	12x25	28x42	28x76	800	600

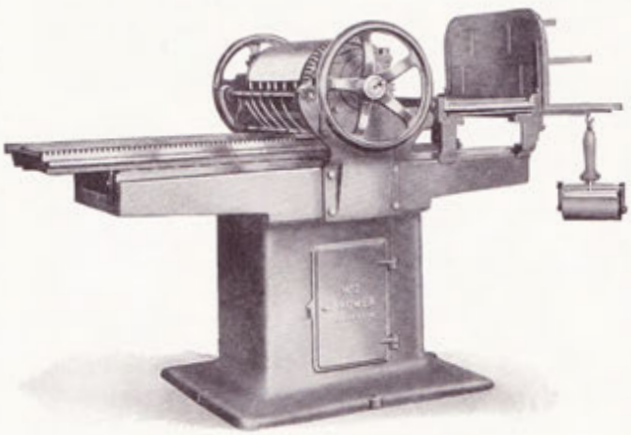
The regular equipment of all Potter Proof Presses includes ink plate, galley plate, cylinder packing, wrenches, and X-L Proof Roller (not cast). Cylinders are equipped with rubber blanket and draw sheets ready for use.

Write for circular giving full information regarding Potter Proof Presses, Inking Devices, Feed Board Attachments, etc., and ask for quotations

BROWER BALL-BEARING PROOF PRESSES

THE HEAVY DUTY MACHINES

A new feature in proof presses is the introduction of large ball bearings under the bed. Never before had this been done until Brower Ball-Bearing Proof Presses were placed on the market. The introduction of this innovation in proof press construction makes it possible for one man to operate the Brower Press with ease, regardless of the size of the form to be proofed. Many other exclusive features are claimed by the Brower, among them being: Direct cylinder impression adjustment, automatic trip by cam movement, receding front and side guides, handwheels instead of crank, workable from both sides, grippers operated by hand or automatically, ink plate the width of the press, ink cabinet in base with door on each side, cylinder brackets gripping the top and bottom of bed frame for rigidity, and requisite weight in the press to do the heaviest work without strain. The No. 2 Brower Proof Press is fitted with feed guides and grippers on a heavy cylinder and will register to a hair line. It is as finely and accurately built as the most costly two-revolution cylinder press.



NO. 2 BROWER BALL-BEARING PROOF PRESS

Nº 0 BROWER BALL-BEARING PROOF PRESS

SIZE OF BED, 14X20 INCHES

The No. 0 Brower Ball-Bearing Proof Press combines the most effective mechanism with the best of material and workmanship. The cylinder is fitted with reel-rod, ratchet and pawl, making it easy to put on a new tympan. One revolution of the cylinder completes the operation of taking a proof. Form may be put on the bed of press at either end. A metal cabinet is provided under the bed with compartments for proof paper, ink, benzine, rags, etc.

Nº 1 BROWER BALL-BEARING PROOF PRESS

SIZE OF BED, 14X26 INCHES

The No. 1 Brower Ball-Bearing Proof Press is exactly the same machine as the No. 0, excepting that the bed is six inches longer.



NO. 0 BROWER BALL-BEARING PROOF PRESS

INFORMATION REGARDING BROWER BALL-BEARING PROOF PRESSES

Size of Press	Size of Bed Between Bearers, Inches	Floor Space, Inches	Floor Space Over All Inches	Net Weight, Lbs.	Shipping Weight Lbs.
No. 2 Brower.....	17x26	35x74	35x86	1200	1500
No. 1 Brower.....	14x26	21x34	26x53	385	490
No. 0 Brower.....	14x20	21x38	26x47	325	425

Write for quotations and a circular fully describing Brower Proof Presses

POCO PROOF PRESSES

THE MODERATE PRICED MACHINES

Poco Proof Presses are extremely simple in construction and easily operated. A remarkably good proof can be taken on them, whether it be a form of type, electrotype plates, halftone cuts, machine slugs, or any other machine composition. The Poco Proof Presses are especially recommended for the small newspaper and job composing room not requiring the more expensive machines. They are also a great convenience in large composing rooms when used as auxiliary proof presses.



NO. 2 POCO PROOF PRESS WITH STAND
(NO. 1 IS SAME DESIGN WITH SHORTER BED)

NOS 1 AND 2 POCO PROOF PRESSES

WITH THE CORRECT CYLINDER IMPRESSION

The Nos. 1 and 2 Poco Proof Presses are particularly strong and heavy under the impression. A proof can be taken from either side of these machines, as the paper is laid directly on the form. The cylinder impression is the correct principle for machine slugs and machine-set type, as the impression runs in the same direction as the type lines and obviates all tendency to wrinkle the proof. Ball bearings on cylinder shafts have been provided and shock absorbers are installed at the ends of strokes to insure easy-running and quiet machines. The No. 1 Poco is exactly like the No. 2, except that the bed is five inches shorter. Send for descriptive circular and prices.

NO 0 POCO PROOF PRESS

A RELIABLE PROOF PRESS

The No. 0 Poco Proof Press is large enough for 12x18 galleys. It takes a good proof and as a means of lowering costs and improving service its reputation is established. For the printer who wants only a small reliable proofing machine at a very modest outlay of money, the Poco No. 0 is just the thing. The stand for it is made and furnished the same as for other Poco proof presses, and while not absolutely essential, it is very desirable and convenient. All Poco Proof Presses are provided with means for adjusting the impression. Send for descriptive circular and prices.



NO. 0 POCO PROOF PRESS WITH STAND

STANDS FOR POCO PROOF PRESSES

A USEFUL PIECE OF FURNITURE

The stands for Poco Proof Presses are made to conform in color and quality with standard printers' wood furniture. The compartment with metal door is metal lined and is used for storing ink, benzine, rags, etc. The shelves accommodate different sizes of proof paper. Send for descriptive circular and prices.

INFORMATION REGARDING POCO PROOF PRESSES

Size of Press	Size of Bed Inches	Size Between Bearers Inches	Weight, Lbs.	Weight Crated Lbs.	Floor Space Press and Stand Inches
No. 0 Poco.....	12x18	12⅞	210	275	21x32
No. 1 Poco.....	13x25	25	355	475	28x35
No. 2 Poco.....	18x25	25	405	525	28x35

Poco Stands: No. 0, weight crated 130 pounds, net 80 pounds; No. 1 and No. 2, weight crated 185 pounds, net 100 pounds. All Poco Presses are equipped with cylinder packing, ink plate, galley plate and proof roller (not cast).

ROUSE PROOF PRESS Nº 2

FOR PROOFING HALFTONE CUTS

The Rouse Proof Press No. 2 is designed on entirely original lines and embodies principles that are a distinct advance in mechanical construction and operation. An abundance of power is supplied by a remarkably efficient and simple combination of lever eccentric and toggle, which multiplies the power immensely just as the impression is being taken. The path of the lever, which can be lengthened or shortened, is in a vertical plane, permitting the operator to put sufficient weight on it to get satisfactory results. For proofing halftones for overlays the Rouse Proof Press No. 2 is in a class by itself. Fine-screened plates the full size of the platen can be proofed with comparative ease. An adjustable, rigid support for the center of the bed prevents any spring and also obviates any extra make-ready. The bed is moved in and out by means of a rack and gear, and an automatic locking device prevents any movement of the lever until the bed is centered under the platen. The press is also equipped with a one-piece steel frame frisket, which is easily removed.

ROUSE PROOF PRESS No. 2



Measurements of the Rouse Proof Press No. 2 are as follows: Bed, 14x17 inches; platen, 12x15 inches; base, 20x24 inches; floor space over all, 24x40 inches. Shipping weight, about 800 lbs. *Send for descriptive circular and prices*

GALLEY PROOF PRESSES

CHALLENGE AND CHANDLER & PRICE

Galley Proof Presses are used to a considerable extent in newspaper and periodical composing rooms, where good, readable proofs of type and slugs on galleys are required. Both the Challenge and Chandler & Price Galley Proof Presses (illustrated here) are built to give the best possible service. The bed of each machine is true and even. Either machine will give a clear and distinct impression without injury to the most delicate type or slugs. The felt used on the rollers is of the best quality. Under the bed of each press equipped with stand is a convenient compartment with door for the storage of proof paper, ink, rags, benzine, etc.



CHALLENGE GALLEY PROOF PRESS WITH STAND



CHALLENGE PROOF PRESS WITHOUT STAND

The Chandler & Price Galley Proof Press with stand is made in two sizes: No. 1, bed 10x31 in.; No. 2, bed 16x31 in. Either size is sold without the stand. The Challenge Galley Proof Press is made in a variety of sizes, as shown in the accompanying table: Nos. 00, 01, 02 and 06 may be had without the stand; Nos. 0, 1, 2, 3, 4, 5 and 6 are sold complete with substantial iron stand.

SIZES OF CHALLENGE GALLEY PROOF PRESSES

Size	Size of Bed	Shipping Weight
No. 00	9 x27 inch bed without stand	135 pounds
No. 01	10¼x32 inch bed without stand	200 pounds
No. 02	16½x35 inch bed without stand	345 pounds
No. 06	9 x40 inch bed without stand	160 pounds
No. 0	9 x27 inch iron stand, cabinet	219 pounds
No. 1	10¼x32 inch iron stand, cabinet	275 pounds
No. 2	16½x35 inch iron stand, cabinet	430 pounds
No. 3	20 x38 inch iron stand, cabinet	830 pounds
No. 4	24 x42 inch iron stand, cabinet	900 pounds
No. 5	27 x54 inch iron stand, cabinet	1300 pounds
No. 6	9 x40 inch iron stand, cabinet	230 pounds

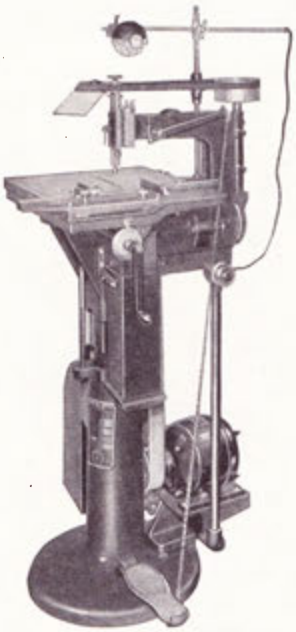


CHANDLER & PRICE GALLEY PROOF PRESS

COMPOSING ROOM SAWS AND TRIMMERS

A PRINTING OFFICE NECESSITY

A saw and trimmer has now become an indispensable part of the equipment of every up-to-date printing office. Many thousands of them have been installed, yet there are still remaining hundreds of printers who have not fully realized the importance of such equipment. Correct typography, whether hand set or otherwise, can be accomplished more efficiently by the aid of any of the several saws briefly described in this department of our catalogue. Circulars describing and illustrating our line of saws and trimmers, together with quotations, sent upon request.



MILLER UNIVERSAL SAW-TRIMMER WITH ROUTER, JIG-SAW ATTACHMENT AND MOTOR

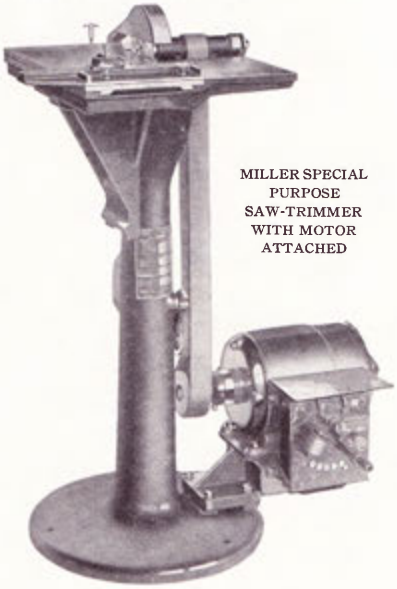
MILLER UNIVERSAL SAW-TRIMMER

A STANDARD COMPOSING ROOM MACHINE

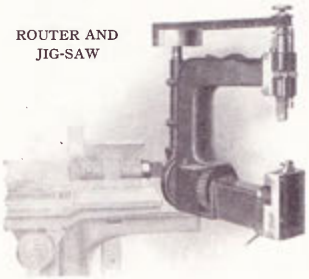
The Miller Saw-Trimmer saws and trims in one operation, gauging absolutely to the point system. The saw and trimmer are mounted on the same mandrel, with the trimmer knives projecting through the saw blade. The knives, when changed for sharpening, may be accurately readjusted in a few minutes. The Miller Saw-Trimmer is equipped with a micrometer gauge, adjustable to points and fractions of a point by simply turning a knurled worm. The gauge has a capacity of sixty picas and is absolutely accurate to the one-thousandth of an inch. To change the adjustment quickly, the gauge may be lifted free from the rack and moved forward or backward. It locks automatically when dropped back into place. The main table of the Universal Saw-Trimmer is equipped with an elevating mechanism whereby the tables are raised or lowered in relation to the saw head, controlled by a micrometer point dial marked by points and half points up to two picas for one revolution. The Miller Universal Saw-Trimmer is designed exclusively for the composing room. It is an all-round, all-purpose machine.

MILLER SPECIAL PURPOSE SAW-TRIMMER

The Miller Special Purpose Saw-Trimmer is designed particularly to meet the requirements of large newspaper composing rooms where more than one saw-trimmer is required for slug cutting and for trade composition plants where slug cutting is done to a considerable extent. It saws and trims slugs in one operation and the point end gauge insures accurate work. The work-holding vise grips the slugs securely. The Miller Special Purpose Saw-Trimmer will do any work that may be required in the newspaper composing room or trade composition plant.



MILLER SPECIAL PURPOSE SAW-TRIMMER WITH MOTOR ATTACHED



ROUTER AND JIG-SAW

At the suggestion of users of Miller Saw-Trimmers, many special attachments and succeeding units have been designed for quick application to the standard equipment regularly furnished. Each of these attachments performs a specific function not comprehended by the original equipment, and all the attachments are fully described, illustrated and priced in a catalogue that will be sent upon request.

MILLER BENCH SAW-TRIMMER

AN ALL-ROUND MEDIUM PRICED MACHINE

The Miller Bench Saw-Trimmer is a model of compactness and simplicity. Adjustments are few and easily understood. It is self-contained, and complete with motor that can be attached to any electric light socket.

The standard equipment includes: Base complete with table and saw arbor; two 6 inch standard saws with heads and trimmers; one 60 pica swivel gauge; one 60 pica point end gauge; one batter; one saw hood; one emery wheel; one auxiliary bed; one saw swage. A substantially built cabinet, as shown in the illustration, is made especially for this saw. It will be found to possess many conveniences and is well worth its price; yet this cabinet is not actually essential, as the Miller Bench Saw-Trimmer is portable and can be successfully operated on any substantial bench or table.

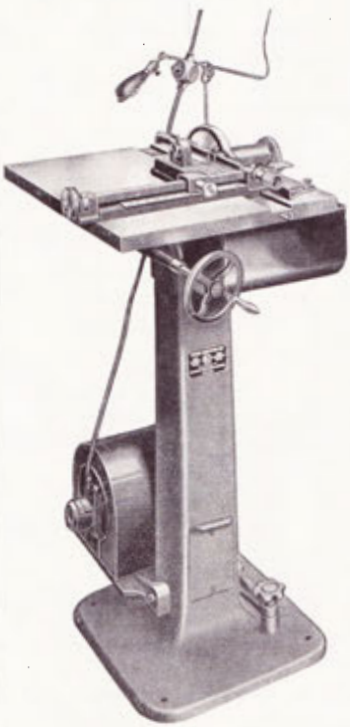


MILLER BENCH SAW-TRIMMER MOUNTED ON CABINET

THE SUPERIOR POINT-SYSTEM SAW

THE RED GUARD MACHINE

The Superior Point-System Saw, as its name implies, is a very high grade machine. It takes the product of the composing room or casting machine and reduces it to smooth, labor-saving, type foundry exactness. It thoroughly meets the requirements of a high grade machine for standardizing composing room materials for rapid and accurate handling. The combination saw blade and trimmer is in one head, the knives extending through the saw to a point slightly beyond the line of the saw teeth. The saw is hollow-ground, which provides clearance, so that little setting of the teeth is necessary. The regular saw blade is suited to the cutting of soft metals, such as composing machine slugs, cast rules and borders, leads, slugs, and stereotype and electrotype cuts on metal or wood bases. For hard metals, a special brass saw and trimmer can be had at an additional charge. The table may be elevated to any desired point for sawing, undercutting or slitting wood bases of cuts.



SUPERIOR POINT-SYSTEM SAW

The Superior Point-System Saw possesses many unusual features, among which are the following: Saw spindle mounted in a solid head electrically welded to the frame; saw and head holding trimmer knives screws onto the spindle, and is quickly removable; a pica main gauge that takes up to 60 picas graduated by half picas; a point auxiliary gauge that increases or decreases the measure fixed by the pica gauge in steps of one point or fractions, from one to twelve points; a red guard that fits over the saw when it is being operated. The regular equipment of the Superior Point-System Saw is as follows: One 5½ inch standard saw blade and head with one set of trimmer knives, extra standard blade, Alundum grinding wheel, tool rest, batter, 60 em pica main gauge, point auxiliary gauge, work holder, mitering attachment, chip box, ¼ horsepower motor, 10 feet of cord with straight-through double pole switch and swivel plug, steel hood for motor, endless leather belt, adjustable belt-tightening motor base.

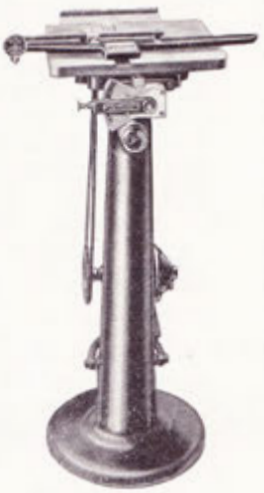
Send for information regarding Superior Point-System and Miller Saws. Prices quoted on request

ROUSE POWER ROTARY MITERER

FOR MITERING STRIP BORDERS, RULE AND SLUGS

The Rouse Rotary Miterer is especially recommended for use in large newspaper composing rooms and trade composition plants. For mitering metal rule, borders and slugs, it will be found a great time-saver. The Rouse Rotary Miterer was also designed to miter brass when desired. It does nothing but miter, and for this very reason it is instantly available at all times without the necessity of changes or adjustments. A high-speed, double-faced cutting wheel cuts two 45 degree miters at one operation. Miters and gauges accurately inside or outside measurement from the strip. First cutting to size is unnecessary.

The equipment includes 160 pica extension gauge and ¼ horsepower motor, either 110 volt or 220 volt direct current or 110 volt or 220 volt single phase 60 cycle alternating current.

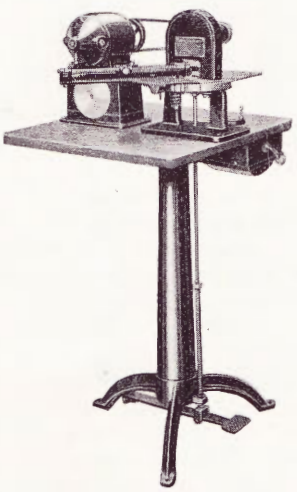


ROUSE ROTARY MITERER

ROUSE POWER SAW-MITERER

AN ALL-PURPOSE MACHINE

The Rouse Saw-Miterer is a rapid combination saw and mitering machine. The gauge is similar to the one used on the Rouse Hand-Mitering Machine and an extension gauge is also furnished which extends the scope of machine to 160 ems pica. The Rouse Saw-Miterer is a triple-purpose machine. It cuts and miters metal rule, borders and slugs, but is not designed to cut brass rule; miters at all useful angles; saws single strips only; cuts spaces.



ROUSE SAW-MITERER

Equipped with 160 em pica extension gauge, space cutting attachment, combination border mitering attachment and a ⅛ horsepower motor, either 110 volt or 220 volt direct current or 110 volt or 220 volt single phase 60 cycle alternating current.

ROUSE MITERING MACHINE

A POPULAR MITERING DEVICE

The Rouse Mitering Machine is equipped with a positive point gauge that sets instantly and locks automatically to points. This enables the operator to miter rules to picas (12 points), nonpareils (6 points), or points, inside as well as outside measure. The gauge has flaring notches milled on one side six points apart. These notches are engaged by four teeth of corresponding taper on end of locking bolt and held firmly in position. Teeth are self-centering, and take up all play or lost motion. The point adjustment of the gauge is secured by a thumb nut, one revolution of which moves the entire gauge six points; therefore, one notch toward you adds one point; two notches, two points; etc. The rule holder or guide is provided with steel pins which engage in the circular slot in the table and can be located and locked at the exact angle wanted. The knife holder travels in two slots milled in the body of the machine, which insures accuracy. The knife is of the best tool steel, hardened and set in the knife holder at the proper angle to obtain best results.



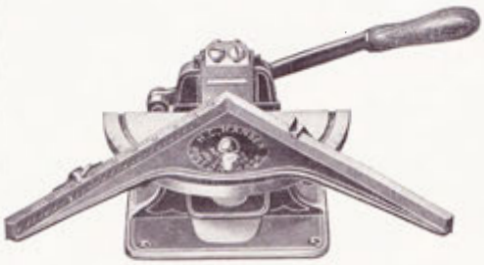
ROUSE MITERING MACHINE

Descriptive circulars and prices of the Rouse Mitering Machines will be sent upon request

HANSEN COMPLETE MITERING MACHINE

A Saver of Time and Brass Rule

The Hansen Complete Mitering Machine miters any angle accurately and quickly. The rule holder has an angle of 90 degrees when placed in the center position. It is positively and easily set for any desired angle. There are no lines in connection with it to guess at. By the aid of a set pin the operator obtains the desired position on the machine and can rely on its accuracy. The Hansen Complete Mitering Machine is graduated by 12 point ems, and has two gauges, the left-hand gauge having a supporter that enters any one of the holes at even ems, and by turning the supporter each quarter turn the measure is lengthened or shortened 6 points. The inside measure is obtained by placing 2, 3 or 4 points between the supporter and the gauge. The knife is held firmly by two screws and is regulated by two adjusting screws. A jointer for sharpening the knife to the proper angle is furnished with each machine, enabling the operator to always have the same bevel, which is essential for obtaining a clean cut. The handle strikes a rubber tube or stop, which makes the machine noiseless. A cup for catching the chips is included with each machine. Thousands of Hansen Complete Mitering Machines are in daily use.

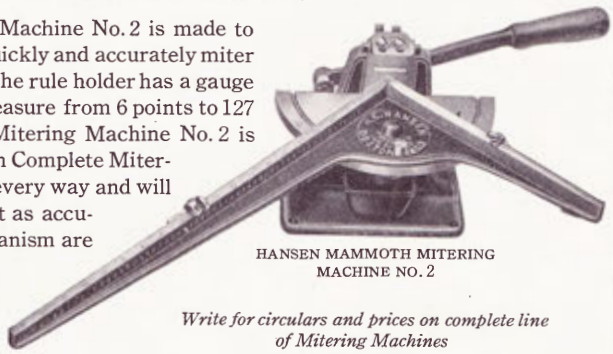


HANSEN COMPLETE MITERING MACHINE

HANSEN MAMMOTH MITERING MACHINE No. 2

Handles Long Strips of Rule and Borders

The Hansen Mammoth Mitering Machine No. 2 is made to meet the demand for a machine to quickly and accurately miter sets of long rule and strip borders. The rule holder has a gauge which is set by a pin to accurate measure from 6 points to 127 pica ems. The Hansen Mammoth Mitering Machine No. 2 is in reality an extension of the Hansen Complete Mitering Machine, and is as well made in every way and will do the work it is intended to do just as accurately. The frame and cutting mechanism are the same on both machines and the Mammoth gauge and rule holder can be attached to the Hansen Complete Mitering Machine at small expense.

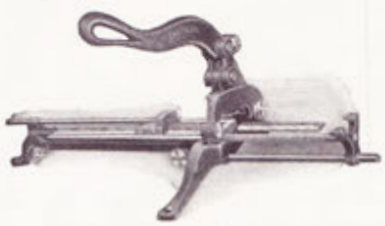


HANSEN MAMMOTH MITERING MACHINE NO. 2

Write for circulars and prices on complete line of Mitering Machines

AMERICAN LEAD AND RULE CUTTER No. 20

A Most Satisfactory Machine



No. 20 LEAD AND RULE CUTTER

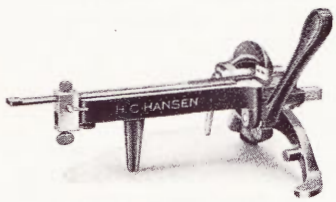
The American Lead and Rule Cutter No. 20 is identical with the No. 30 (see next page), except that it does not have the point gauge. The cutters are graduated to picas and numbered every five ems up to 105 picas. The measure is indicated by the bed gauge when reversed and extended beyond the bed. Sag in material is avoided by the support on the right. The extra foot at the left hand of the bed steadies the machine, even when placed on an uneven surface. Capacity, 105 pica ems. Ask for prices.

We handle all the best makes of Mitering Machines and Lead and Rule Cutters

HANSEN SHEAR-CUT LEAD AND RULE CUTTER

THE CUTTER WITH THE ADJUSTABLE SHEAR

The Hansen Shear-Cut Lead and Rule Cutter with adjustable shear is a new departure, and will cut any thickness of brass up to 8 points, and slugs up to 12 points, easily and without bend from base to face. The gauges are complete and accurate, and lock automatically to even ems 12 and 6 point. Instantly changed to set for any odd measure desired. Gauges are interchangeable at back or front of machine.



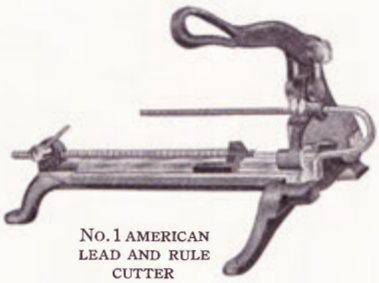
HANSEN SHEAR-CUT LEAD AND RULE CUTTER

The adjustable shear is in itself a feature which places the Hansen Shear-Cut Lead and Rule Cutter far in advance. Another great advantage of the shear-cut is that, the stroke being from front to back, the material to be cut is always held firmly against the back gauge, insuring a square cut. The leverage is very powerful and is applied from underneath the machine, permitting an open cutting head.

AMERICAN LEAD AND RULE CUTTER No. 1

A STANDARD MACHINE FOR THE MEDIUM SIZED SHOP

The American Lead and Rule Cutter No. 1 is a good serviceable machine, and is adapted for small offices, paper box makers and for cutting odd lengths. It has a reversible bed gauge which is clamped and secured quickly by a compression thumbscrew. The gauge is numbered every five ems, but it is not graduated. There are two rows of figures on the bed gauge, one showing the measures in normal position, and the other indicating the measures when the gauge is reversed and extended. The grooved bed, a feature of this machine, prevents slipping of thin material. Capacity, 14 inches.

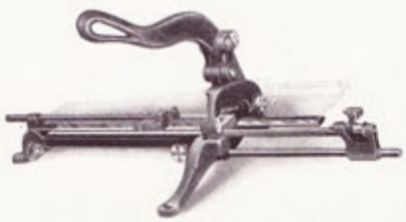


NO. 1 AMERICAN LEAD AND RULE CUTTER

AMERICAN LEAD AND RULE CUTTER No. 30

GUARANTEED FOR ACCURACY

The American Lead and Rule Cutters are recognized as possessing unexcelled merit, and are conceded to be the best cutters made. They are guaranteed for accuracy. Cutter No. 30 has the following advantages: The gauges can be set instantly; they are self locking and cannot slip, as there are no screws. The mechanism of the cutter is such that gauges can be set in a fraction of the time usually required. The front gauge slides on a stationary rod, graduated to picas, and acts as a truss to the gauge-rod proper, thus forming a rigid construction. It is convenient for cutting short lengths, as gauge can be set to nonpareils as readily as to any other measure. The point gauge comes with the No. 30 Cutter only, and can be set quickly from 6 points to 45 picas, by points. Capacity, 105 ems; by points, 45 ems.

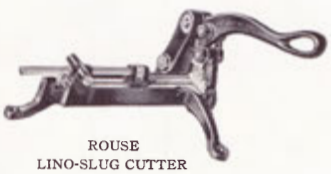


NO. 30 LEAD AND RULE CUTTER

ROUSE LINO-SLUG CUTTER

FOR NEWSPAPER AND PERIODICAL SHOPS

The Rouse Lino-Slug Cutter has been designed for cutting single linotype slugs. The gauge can be set instantly to any measure up to 31 picas, either by nonpareils or picas. The knives are made of the best steel finely tempered.



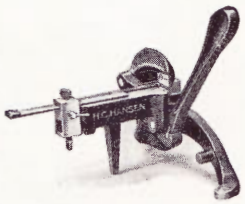
ROUSE LINO-SLUG CUTTER

Write for prices and information regarding our complete line of Lead and Rule Cutters

HANSEN SHEAR-CUT LINO SLUG CUTTER

FOR NEWSPAPER AND TRADE COMPOSITION PLANTS

The Hansen Shear-Cut Lino Slug Cutter is built along the same lines as the Hansen Shear-Cut Lead and Rule Cutter, excepting that, as it is intended principally for thick material, the knives are set at the proper shear and are not adjustable. It has the same powerful leverage applied from underneath, the open cutting head which facilitates rapid operation, and the same gauge adjustment which operates automatically to 12 and 6 point ems and may be instantly changed for any odd measure, if desired. It is strong, efficient and reliable, and is particularly valuable for cutting slugs to run around illustrations. Write for prices.

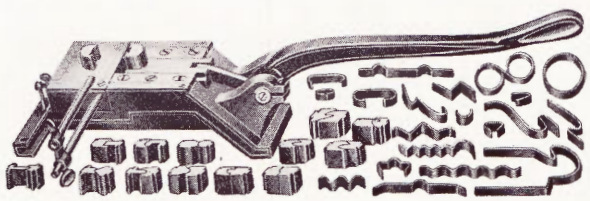


HANSEN SHEAR-CUT LINO SLUG CUTTER

HELMOLD'S IMPROVED EUREKA RULE PRESS

BENDS RULE IN A LARGE VARIETY OF SHAPES

Helmold's Improved Eureka Rule Press is designed fundamentally along the lines of the original Eureka Rule Press, with which printers, box makers and novelty manufacturers are familiar. The efficiency and field of usefulness of the Improved Eureka have been greatly increased through several important improvements. Many forms may be made up on the new machine which were impossible on the old model, due to the fact that the table top can now be entirely cleared of obstruction. An adjustable stop has been added, limiting the amount of curve or pressure to be applied, enabling duplicate bends to be made readily and rapidly. This stop can be instantly set. As symmetry is essential in die making, it is necessary to reproduce perfect duplicates, and for this purpose Helmold's Improved Eureka Rule Press is unequaled. As it is rigidly constructed on the interchangeable plan, using male and female dies which are instantly removable, steel rule may now be formed into an almost unlimited number of shapes.



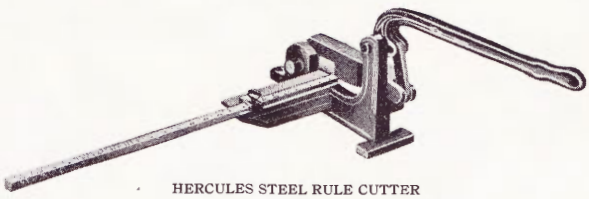
HELMOLD'S IMPROVED EUREKA RULE PRESS

The equipment accompanying Helmold's Improved Eureka Rule Press includes six pairs of standard dies. No machine will be sold without at least six pairs of standard dies. Special dies can be supplied at reasonable prices.

HERCULES STEEL RULE CUTTER

THE OLD RELIABLE MACHINE

The Hercules Steel Rule Cutter is an extra heavy, powerful machine, designed for use on steel cutting, creasing and scoring rule. It will cut six point tempered steel rule and heavy brass rule and slugs with great ease and leave no burr on edges. It is especially adapted for the use of paper box makers, label printers, paper novelty manufacturers and all who cut tempered steel rule or heavy brass rule and slugs. The knives are made of the best grade of steel, hardened by a special process, and seldom require sharpening. They are set into a slot which exactly fits them, so that no adjustment is necessary. They can be taken off and replaced quickly. The front gauge will allow a cut of 6½ inches and the back gauge, which is 25 inches in length, is graduated to picas and half picas. Write for prices of tools for cutting and bending steel rule.

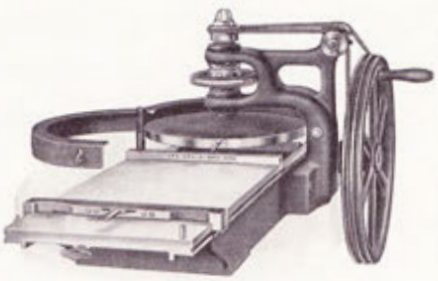


HERCULES STEEL RULE CUTTER

THE TYPE-HI DISC PLANER

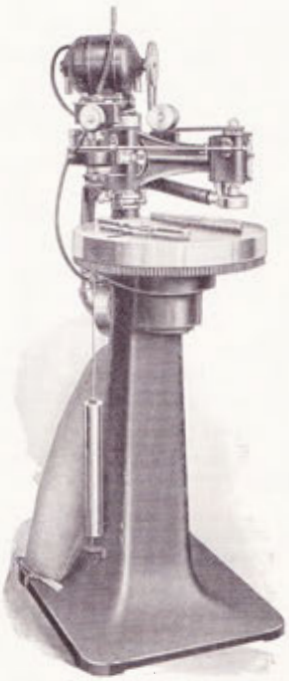
A BALL-BEARING MACHINE

The Type-Hi is a perfected ball-bearing planing machine for leveling high, uneven, twisted and warped printing plates—either wood or metal bases—in such manner that high plates are reduced to type-high or low plates made level for even underlaying with rapidity and accuracy. A plate is planed by placing it face downward and locking on the bed; the cutting tools are adjusted by a micrometer gauge; turning the handwheel drives the disc in which the cutting tools are mounted; the bed travels on a worm screw, moving in unison with the disc, and feeding the plate to the cutting tools. Any plate or cut up to 13½x20 inches in size can be accurately planed in a minute or two by the Type-Hi Planer. Works easily by hand. Motor for individual drive can be furnished. Each machine is equipped with two sets of cutting tools—one set for wood and the other for metal. Both are reversible, having a cutting edge at each end.



TYPE-HI DISC PLANER

Width of the Type-Hi Disc Planer, 21 inches; length, 37½ inches; height over all, 20 inches; weight, 275 pounds.



HACKER PLANER FOR PRINTERS

THE HACKER PLANER FOR PRINTERS

THE MOST ACCURATE PLANER ON THE MARKET

The Hacker Planer for Printers is unquestionably the most accurate machine of its kind ever built for planing wood-mounted electrotypes and cuts to their proper height. It will save its original cost in a very short time in any printing office doing a considerable amount of printing from electrotypes and halftone plates mounted on wood. It is equipped with a driving motor to propel it and a suction motor to draw the sawdust off into a vacuum bag out of the operator's way. There is no dust or litter to prevent the machine doing its work efficiently. The Hacker Planer will plane any block that will go in an 18 inch circle. Crated for shipment the machine weighs about 650 pounds.

An illustrated circular giving prices and comprehensive description of machine and information regarding electrical equipment will be sent upon request.

POCKET TYPE-HIGH GAUGES

Pocket Type-High Gauges are absolutely accurate, all being ground to .918 of an inch.



SUPERIOR TYPE-HIGH GAUGE
PRICE $1.75



MILLS THREE-HEIGHTS GAUGE
PRICE $1.75

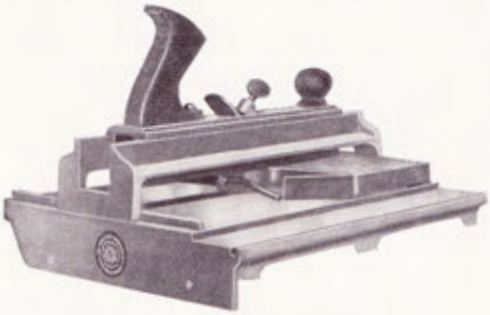


CHALLENGE TYPE-HIGH GAUGE
PRICE $1.75

Write for information regarding our full line of Type-High Gauges

HOERNER COMBINATION SHUTE BOARD AND TYPE-HIGH MACHINE

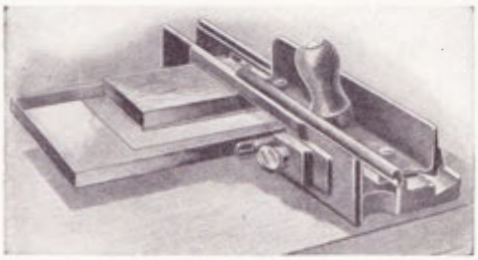
The Hoerner Combination Shute Board and Type-High Machine will reduce cuts to type-high and make them true and even, besides doing many other things that may be asked of it. Is simple, solid and accurately made. All parts except the plane handles are of iron or steel. Interchangeable planes, one carrying a knife blade and the other a file, work upon the carriage or guide frame. A block the full width of the machine can be shaved at one blocking, as the carriage can be moved from side to side of the bed while operating. It will hold a block up to ten inches in width and of any length. The block is held down to the bed by a novel vise-lock, instantly adjusted by one turn of a small lever. The sliding crossbar, with miter point, can be set at any angle for mitering. The bed can be fastened to table or bench, thus leaving the operator free hands. This position has the added advantage of being convenient as a bench vise for holding blocks, while attaching or removing plates. Machine is complete with file plane and one knife plane. There are more than fifteen hundred Hoerner Combination Shute Board and Type-High Machines in use in the various printing plants and newspaper offices. Ask for prices.



HOERNER COMBINATION SHUTE BOARD AND TYPE-HIGH MACHINE

THE CHALLENGE TYPE-HIGH MACHINE

The Challenge Type-High Machine is a handy implement in the composing room or pressroom, where a more complete machine like the Hoerner is not absolutely essential. It will do its work rapidly and entirely satisfactorily, and anyone can operate it successfully. Simply passing all cuts or plates mounted on wood through this machine before the form is sent to press saves a great deal of time in make-ready, and the cuts give much more satisfactory results. To operate the Challenge Type-High Machine the cut is placed face downward on the galley which is furnished with the machine, and such sheets of paper are placed under the cut as may be required to bring the cut to the desired height. When blocks are warped it is best to take the plate off and run the block through the machine, both top and bottom—this operation will make it smooth; then replace plate, adding sufficient cardboard or paper between the plate and block to make it a paper more than type-high; then run the plane over the block again and the desired height is obtained. Ask for prices.



CHALLENGE TYPE-HIGH MACHINE

THE PRACTICAL HEIGHT GAUGE

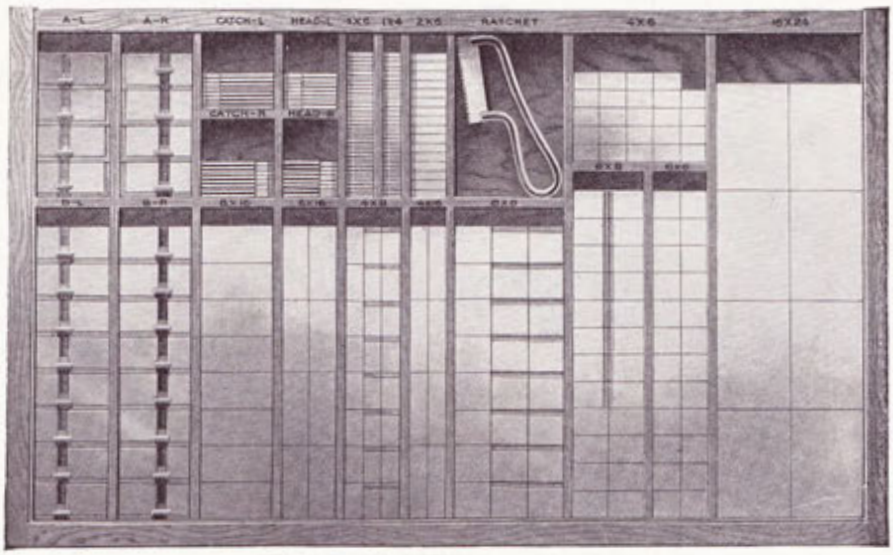
The Practical Height Gauge is a money-saving device for testing electrotypes and other plates for height. As soon as cuts are received from the engraver they can be tested for height. If too high, they should be shaved down; if too low, the gauge will show the discrepancy and the cuts can be built up to a proper height. The money saved by turning of cuts of proper size and height over to the compositor is too evident to need further argument. Send for descriptive circular and prices.



THE PRACTICAL HEIGHT GAUGE

ROUSE UNIVERSAL BLOCKS

THE SIMPLEST, QUICKEST AND BEST

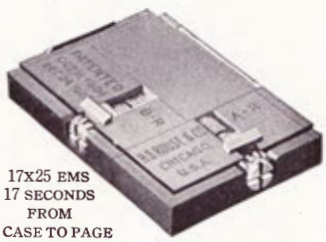


ONE FONT ROUSE UNIVERSAL BLOCKS IN CASE

Rouse Universal Blocks have many advantages, the chief of which is great speed in make-up. This is shown by the photographic reproductions of widely varying sizes of pages, each of which was actually assembled ready to lock up in from 15 to 35 seconds, or at the rate of sixteen pages in from 5 to 20 minutes. The Rouse Universal Blocks not only offer extraordinarily quick make-up but permit the work to be done on stone while press is printing other jobs. The hooks are very rapid, yet capable of fine adjustment for register work. They are very simple and strong in construction, body being cast iron and working parts steel. The jaw, with a movement of about five picas, is operated with a ratchet (the fastest known means) for clamping or releasing plates, and with a pin for fine register. Catches are made of brass and cannot possibly work up on press. Allows half inch margin between plates. Bases are made of iron and on point system.

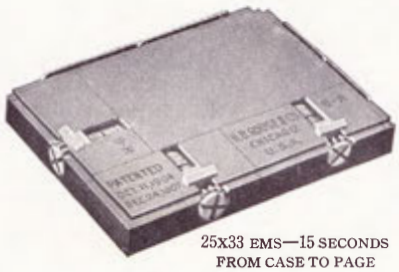


UNIVERSAL HOOK LEFT

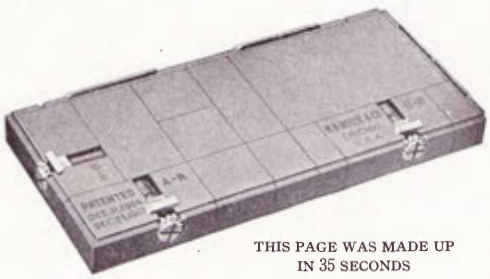


17x25 EMS 17 SECONDS FROM CASE TO PAGE

With a single set or font it is possible to make up eight pages into about 160 different sizes, ranging from 17x25 up to 35x51 ems pica, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of two picas in either width or length, or in both width and length. Write for descriptive circular and quotations.



25x33 EMS—15 SECONDS FROM CASE TO PAGE

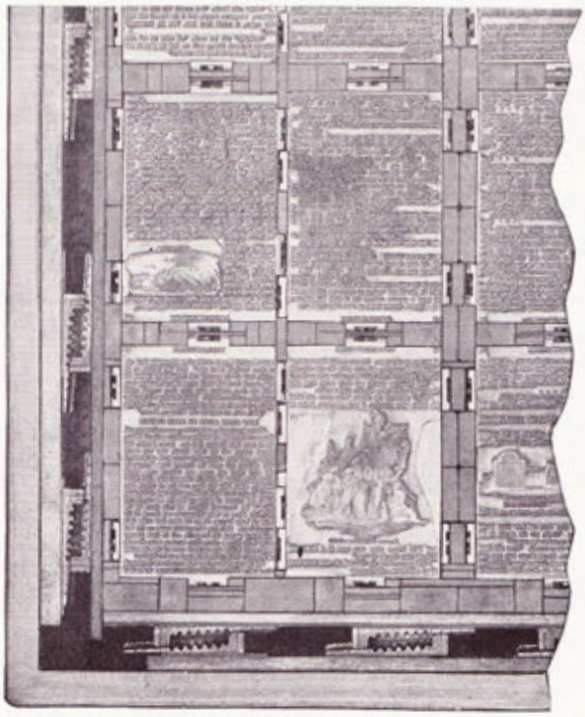


THIS PAGE WAS MADE UP IN 35 SECONDS

ROUSE REGISTER HOOKS AND BASES

GREATLY IMPROVED AND SIMPLIFIED

Rapidity in make-up has been usually associated only with grooved beds. Recent improvements in Rouse Register Hooks and Bases assure fully as quick a make-up as with grooved beds.



SECTION OF FORM SHOWING NARROW MARGINS OBTAINABLE WITH CLIMAX REGISTER HOOKS

Narrow margins frequently permit a considerable saving in paper stock, and in numerous cases narrow margins are absolutely necessary. Much narrower margins are assured by good register hooks than by any other method and the use of Rouse Hooks makes such margins possible and assures plates being held securely.

Rigid support for the entire plate minimizes the make-ready time, and also assures a more permanent make-ready. Grooved blocks are not satisfactory in this respect, as the grooves leave a considerable portion of the plate without support, besides cutting the underlay, and, in some cases, actually ruining the plates. Rouse Bases give positive support to the entire plate.

Rouse Hooks are also strongly constructed, and well able to withstand rough usage.

Ability to make up forms on the stone or on the press allows more running time for the press, as the forms can be made up on the stone while the press is running on another job. Rouse Register Hooks and Bases permit this feature.

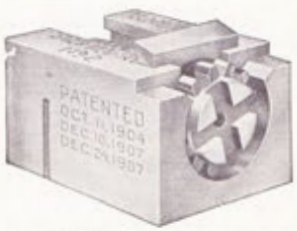
The Climax Register Hooks are the most desirable and practical yet produced for fine color printing. Are unequaled for narrow margins, width of jaw, durability, compactness and ease of cleaning.



UNIT BASE—8X8 EMS



CLIMAX NO. 2—6X6 EMS



COMBINATION HOOK NO. 1—6X7 EMS
NO. 2—6X8 EMS

ROUSE RABBETED BASES



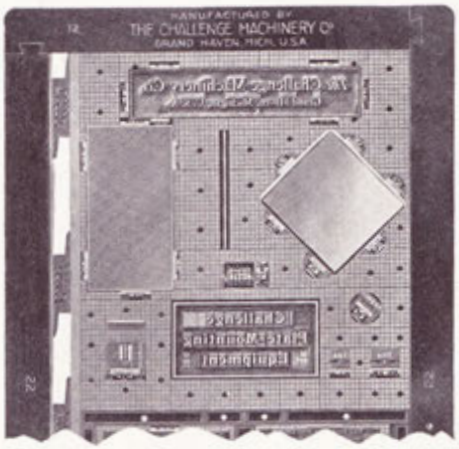
For Combination Hooks No. 1 (6x7 ems)			
1x7	4x7	6x7 corner	12x7
2x7	6x7	8x7	16x7
For Combination Hooks No. 2 (8x7 ems)			
1x8	4x8	6x8 corner	16x8
2x8	6x8	8x8	

Write for descriptive circular and quotations on Register Hooks and Bases

CHALLENGE SECTIONAL BLOCKS

ANSWER EVERY REQUIREMENT OF THE MOST EXACTING PRINTER

The perfect adaptability of sectional blocks and register hooks to every variety of flat-bed printing; the absolute permanency of plate position; the quick registering of plates; the very narrow margins; the possibility of placing a hook wherever needed; the absence of trenches beneath the plates, which weaken them and make interlaying impracticable; the unlimited interchangeability of blocks, so that numbering machines, scoring rules, pages, lines or lone figures in type may be inserted in any portion of the form and locked as securely as if in an all-type form; the adaptability to any size plate set at any angle desired, and instantly registered; perfect lock-up of blocks; their flat bearing on the press bed; their unchangeableness; their impression resiliency and the clearness of print yielded; the artist-proof impression that may be obtained by the very minimum of overlaying and underlaying, and the light wear on plates, make Challenge Sectional Blocks and Register Hooks answer fully every requirement of the most exacting printer and publisher.



CHALLENGE STEEL AND BRASS CATCHES

Steel Catches—Steel side and head catches are made in five sizes, 2x4, 2x6, 2x8, 2x12 and 2x16 ems. The head catches do not have the beveled lip, being straight for head of book plates.

Brass Catches—Brass side and head catches are made in five sizes, 1x4, 1x6, 1x8, 1x12 and 1x16 ems. The size of the Brass Catch most used is 1x8 ems.



STEEL
SIDE CATCH
2X8 EMS

THE CHALLENGE ART HOOK

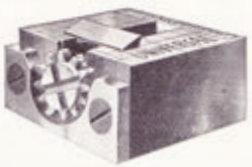


CHALLENGE
ART HOOK

The Challenge Art Hook is used for color and register work. It is operated by a small steel key; the head of the screw follows the clutch so that the key opening is always at the edge of the plate, allowing plates to come together up to the thickness of the key. By intersetting hooks the back edges of plates can be brought to within six points of each other, or, allowing three points for each bevel, the printing face of two plates come within twelve points of each other. Construction is of steel and they are the strongest hook made. Made in two sizes, 6x6 and 4x6 ems.

THE CHALLENGE UNIVERSAL HOOK

MADE IN ONE SIZE, 8X8 EMS



CHALLENGE UNIVERSAL HOOK

The Challenge Universal Hook is principally used on book, magazine, catalogue and one-color work, in connection with brass or steel side and head catches. The head of the screw that moves the clutch which holds the plate is fixed as to position outside. The hook is rabbeted, same as rabbeted blocks, to furnish a gutter for the use of the ratchet. It may also be operated by a key and thereby made adaptable to register work. Construction is of iron and steel. The Challenge Universal Hook is made in one size only, 8x8 ems. Send for circular describing Challenge Blocks, Catches, Hooks, etc. Ask for prices.



CHALLENGE SWIVEL HOOK

THE CHALLENGE SWIVEL HOOK

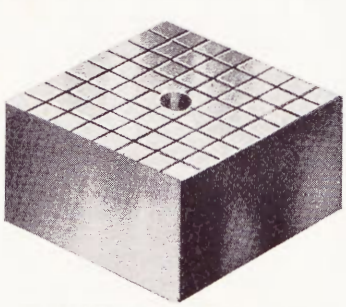
FOR ANGLES AND ODD SHAPES

The Challenge Swivel Hook operates by a key, and is used where plates are desired at a decided angle or are of odd shapes. It may also be used for general register work. Construction is of brass and steel. Made in one size only, 8x8 ems.

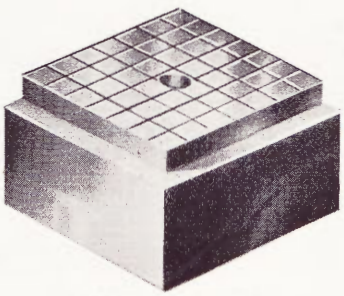
Challenge Sectional Blocks, Hooks and Cast Iron Bases are used in many of the largest printing plants, giving entire satisfaction.

CHALLENGE IRON SECTIONAL BLOCKS

Sizes from 1x4 to 2x24 ems are made from solid cold-rolled steel. The Cast Iron Sectional Blocks are made in a variety of sizes from 3x6 to 24x36 ems. They are as light as consistent with positive rigidity. Being made to micrometer measurements, and on the point system, they will work perfectly with type, iron furniture, numbering machines, etc., run in same form. In each section is cast a small round hole through which the end of the register hook key may be inserted and the section lifted out of the form. The rabbeted sections are used with the Universal Hook, and furnish a gutter for using a ratchet. Challenge Register Hooks and Sectional Blocks are .759 inch high for standard 11 point plate.



CHALLENGE IRON SECTIONAL BLOCK



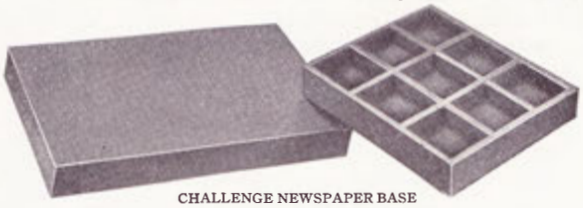
CHALLENGE IRON RABBETED SECTIONAL BLOCK



STEEL REGISTER KEY, DOUBLE END, 4 INCHES LONG

CHALLENGE CAST IRON NEWSPAPER BASES

These bases are great time-savers. They are locked up in the form during make-up time and the plates are simply laid on top when ready for stereotyping. No hooks or catches are necessary to hold the plates in place. They will not dent or bruise and are not injured in the least by tight locking or by the application of heat. They are light, accurate and practically indestructible, forming a permanent addition to the equipment of any office. You will find these Cast Iron Newspaper Bases of great value in the rapid and economical handling of your stereotype plates, whether standard column widths or for mounting odd sizes and shapes of cuts surrounded by reading matter. Challenge Cast Iron Newspaper Bases are accurately ground to height, .759 inch high for standard electrotype plates or .853 inch for halftone or zinc plates. The .759 height will work with standard height iron bases and Wilson Adjustable Iron Blocks. Made in standard one, two, three or four column widths and 3 to 36 em lengths, also in labor-saving sizes from 3x4 to 10x50 ems pica.



CHALLENGE NEWSPAPER BASE

Write for circular fully describing Challenge Hooks, Sectional Blocks and Iron Bases. Ask for quotations

KELLY PRESS PLATE-MOUNTING EQUIPMENT

A SPECIAL EQUIPMENT FOR THE KELLY AUTOMATIC JOB PRESS, STYLE B

The Special Plate-Mounting Equipment for the Kelly Automatic Job Press, Style B, herewith illustrated, includes the complete form ready to put on the press. The equipment will accommodate the majority of forms, but additional 6x6 or 4x6 Art Register Hooks and small Sections can be added at a slight expense to take care of as many additional plates as may be required. The equipment is made up of the following:

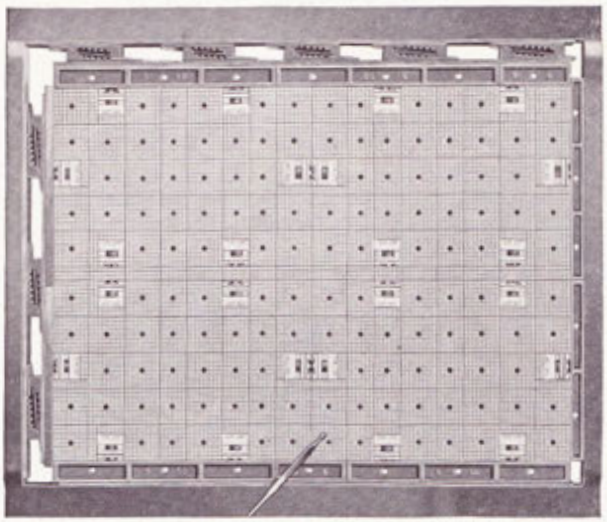


ILLUSTRATION OF PLATE-MOUNTING EQUIPMENT FOR KELLY AUTOMATIC JOB PRESS, STYLE B
NET SIZE OF BASE OVER ALL, 83x116 EMS

One Style K-E Electric-Welded Steel Skeleton Chase, made for the Kelly Automatic Job Press, Style B, 18⅞x22¼ in. outside and 16⅜x20⅞ in. inside; top and bottom bars, 1¼x⅝ in.; side bars, 1 1/16x¾ in., together with:

Twenty-four Art Register Hooks, size 6x6 ems; eighty-four Cast Iron Sections, size 8x8 ems; fifty-two Cast Iron Sections, size 6x8 ems; ten Steel Sections, size 2x8 ems; six Steel Sections, size 2x6 ems; forty-two Steel Sections, size 1x8 ems; fifty-four Steel Sections, size 1x6 ems; one Double End Register Key, 4 inch; ten pieces Challenge Labor-Saving Iron Furniture, as follows: one piece each 2x40, 2x45, 3x40 and 3x45 ems; two pieces 5x16 ems; four pieces 5x50 ems; eight pair No. 1 Challenge Quoins. Write for illustrated circular and ask for prices.

WILSON ADJUSTABLE PATENT IRON BLOCKS

A RIGID AND DEPENDABLE IRON BASE

The Wilson Adjustable Patent Block is made up of pieces, some of which are complete in themselves, while the others are extensions used in making up complete blocks in the various standard or odd sizes desired. The pieces are arranged in sets or fonts suggested by extensive experience, and come as near as is possible to meeting the requirements of all printers.

Forty different sizes can be made with the regular extensions, and there is no limit to the sizes that can be obtained with addition of extra extensions or Challenge Sectional Blocks.

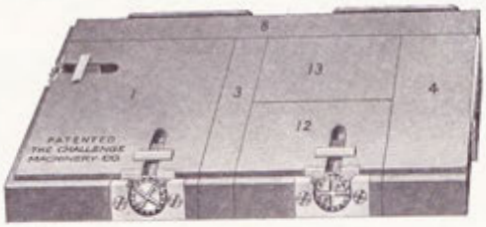


ILLUSTRATION SHOWS A PAGE MADE UP WITH HOOKS ON ONE SIDE AND END AND REMOVABLE CATCHES ON OTHER SIDE AND END, FOR BOOK WORK
HOOKS CAN BE USED ON ALL SIDES FOR REGISTER WORK

The arrangement is so simple that the cost of make-up is reduced to a minimum. Being made to the point system, type can be used in the same form. They have the Challenge Universal Hook (using both ratchet and key), reducing the margin to less than is possible with any other block. They have the rigidity of a solid iron base, but weigh only one-third as much as type.

Write for information and prices on our complete line of plate mounting equipment for cylinder printing presses

COMPOSING STICKS, ETC.

ILLUSTRATING THE POPULAR DESIGNS



ROUSE JOB STICK

Depth	6 inch	8 inch	10 inch	12 inch	15 inch	20 inch
1⅛ inch	$3.40	$3.75	$4.15	$4.60	——	——
2 inch	3.40	3.75	4.15	4.60	$5.75	$7.00
2¼ inch	3.50	3.90	4.30	4.80	6.00	7.25

ROUSE PICA STICK

The only difference between this and the Rouse Job Stick is that this stick is without the six point adjustment.

Depth	6 inch	8 inch	10 inch	12 inch	15 inch	20 inch
2 inch	$2.50	$3.00	$3.30	$3.60	$4.80	$6.20
2¼ inch	2.60	3.10	3.40	3.75	5.10	6.50
Plating extra	.40	.40	.50	.60	.60	.70
Pica ems	21	33	45	57	75	104



EAGLE COMPOSING STICK

STEEL, NICKEL PLATED

Depth	6 inch	8 inch	10 inch	12 inch	15 inch	18 inch	20 inch
1⅛ inch	——	$2.75	——	——	——	——	——
2 inch	$3.40	3.75	$4.15	$4.60	$5.75	$6.50	$7.00
2¼ inch	3.50	3.90	4.30	4.80	6.00	6.75	7.25
Pica ems	30	42	54	66	84	102	114



IMPROVED STANDARD JOB STICK

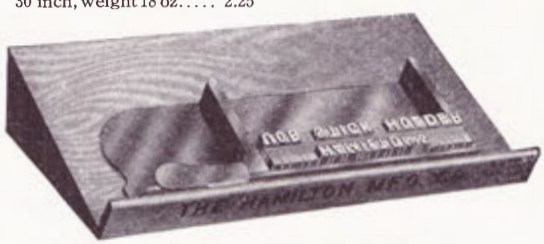
Depth	6 inch	8 inch	10 inch	12 inch	15 inch	20 inch
2 inch	$3.40	$3.75	$4.15	$4.60	$5.75	$7.00
2¼ inch	3.50	3.90	4.30	4.80	6.00	7.25
Plating extra	.40	.40	.50	.60	.60	.70
Pica ems	21	33	45	57	75	104



WOOD POSTER STICK

These sticks have brass lined end, iron knee and screw clamp; width inside 2½ inches. Made of cherry and fitted with japanned clamp, polished knurl-headed screw and japanned knee.

18 inch, weight 14 oz. $1.80
24 inch, weight 16 oz. 2.00
30 inch, weight 18 oz. 2.25
36 inch, weight 20 oz. $2.50
42 inch, weight 24 oz. 3.00



COMPOSING STICK REST

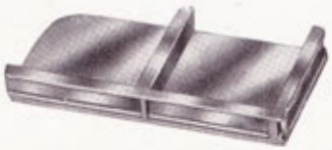
For holding stick on top of type form while making corrections. Saves time, type and temper. Made of wood.

Stick Rest, size 4x10 inches, weight 6 oz. Price each $1.25



BUCKEYE COMPOSING STICK

	Depth 1⅛ inch	Depth 2 inch	Depth 2¼ inch	Plating extra
6 inch	$1.50	$1.50	$1.50	$0.40
8 inch	1.60	1.60	1.60	.40
10 inch	1.90	1.90	1.90	.50
12 inch	2.10	2.10	2.10	.60
15 inch	——	2.65	2.65	.60
18 inch	——	3.10	3.10	.70
20 inch	——	3.50	3.50	.70



SUPERIOR ALL BRASS NEWS STICK

Made of all brass and permanently set to 13 ems measure, therefore not adjustable. Better appearance and more easily kept clean than iron or steel.

	13 ems	26½ ems	Nickel plating extra
2¼ inches deep	$0.90	$1.10	$0.40
2½ inches deep	1.00	1.20	.40



YANKEE JOB STICK

	2 inch	2¼ inch
6 inch	$1.25	$1.25
8 inch	1.40	1.40
10 inch	1.60	1.60
12 inch	1.80	1.80



GROVER JOB STICK

	2 inch	2¼ inch
6 inch	$1.50	$1.50
8 inch	1.60	1.60
10 inch	1.90	1.90
12 inch	2.10	2.10



COMMON SCREW STICK

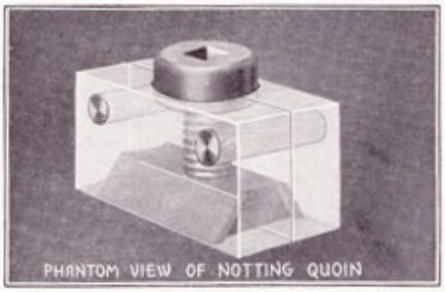
	2 inch	2¼ inch
6 inch	$1.25	$1.25
8 inch	1.40	1.40
10 inch	1.60	1.60
12 inch	1.80	1.80

THE NOTTING STEEL QUOIN

THE BEST AND STRONGEST QUOIN EVER MADE

The Notting Patent Steel Quoin is made entirely of steel, all parts being machined from the solid. There are no castings used, it has no cams, and there are no springs. The expansion movement is simple and direct. Each quoin is self-contained, and is so constructed it cannot fall apart, nor can the wedge drop out. Only a small space is needed for the insertion of quoin—it is 48 points wide and 96 points long. Height from base to top of screw is approximately ¾ inch. It opens more than one-third its width. The keys are manufactured from high-carbon steel.

Notting Steel Quoins are suitable for all kinds of work and will be found unequaled where locking-up space is limited, or for register work.



AMERICAN AND CANADIAN PATENTS OWNED BY THE AMERICAN TYPE FOUNDERS COMPANY

Notting Steel Quoins, per dozen.....$4.00
Keys, each..... .40

CHALLENGE QUOINS

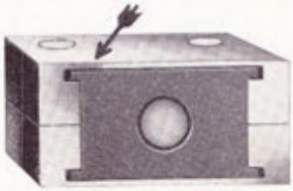
Challenge Quoins have rounded ends and do not scratch or injure the imposing stone or the press bed. The beveled heels and points enable one to place two quoins wherever one will go. Challenge Quoin Keys are made of the best cast steel.



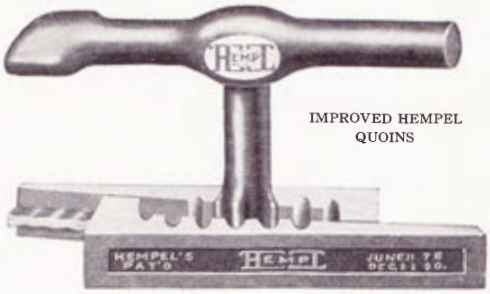
Challenge Quoins No. 1, small, per dozen.....$1.50
Challenge Quoins No. 1, small, per gross.....15.00
Challenge Quoins No. 2, large, per dozen..... 2.25
Challenge Quoins No. 2, large, per gross.....22.50
Keys for either size, plain (Style C), each..... .65
Keys for either size, nickel plated (Style C), each..... .95



NOTTING STEEL QUOIN—ACTUAL SIZE



NOTE THIS IN THE NOTTING



IMPROVED HEMPEL QUOINS

IMPROVED HEMPEL QUOINS

Hempel Quoins have been tested by time and approved by all who have used them.

Quoins come and go, but the Hempel always holds its place with the leaders.

PRICES OF IMPROVED HEMPEL QUOINS

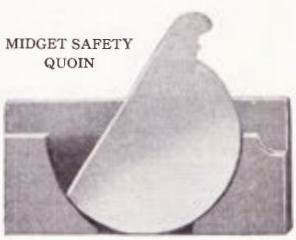
No. 1, small, per dozen.....$2.50
No. 2, large, per dozen..... 3.75
Keys, each.....No. 1—$0.80 No. 2—$0.85

MIDGET SAFETY QUOINS

The Midget Safety Quoin is quickly locked by a tap of the mallet. It can be used in a space 18 points wide by 120 points long, either inside or outside of type form. It is absolutely safe, as when locked it rests against its corresponding flat surface; and the harder the surface it bears against, the better.

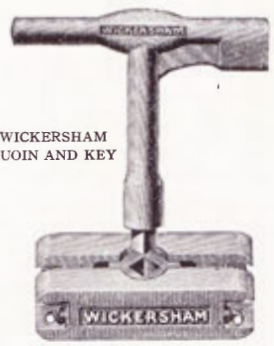
Midget Safety Quoins, per dozen, with Key.....$2.00
Extra Keys for Midget Quoins, each..... .30

MIDGET SAFETY QUOIN



WICKERSHAM QUOINS

The Wickersham Quoin is for locking up forms with cramped margins. It has a direct spread and will not slip or slide and "squeegee" pages. It is excellent for locking up patent blocks or electrotyped pages whether made up in small or in large forms. The No. 1 is 5/8 inch wide; the No. 2 is 3/4 inch wide; expanding 14 points.

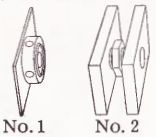


WICKERSHAM QUOIN AND KEY

Wickersham Quoins Nos. 0, 1 or 2, per dozen.....$4.50
Wickersham Quoin No. 3, per dozen..... 8.00
Stationary-Peg Key, Improved, each..... .75
Removable-Peg Key, "Unique," each..... .95
Pocket Keys, each..... .35
Pressmen's Keys, each..... .95
(*Above Keys fit all Wickersham Devices excepting No. 0 Quoin*)
No. 0 Quoin Keys with Stationary Peg (fit No. 0 Quoin only), each..... .55
No. 0 Quoin Keys with Removable Peg (fit No. 0 Quoin only), each..... .75

ROUSE REGISTER QUOINS

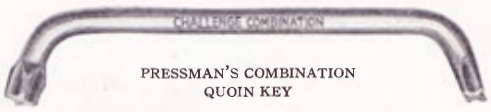
No. 1. Margin 16 to 24 points, per dozen.....$2.50
No. 2. Margin 36 to 58 points, per dozen..... 3.00
Key for either size, each..... .30



No. 1 No. 2

PRESSMAN'S COMBINATION QUOIN KEY

The Pressman's Combination Quoin Key is made of tool steel, 7½ inches long. One end is accurately cut to fit a No. 1 Hempel Quoin and the other end is drop-forged to fit a No. 2 Quoin. One inch of each end is bent towards the same side of the stem at an angle of 107 degrees, raising the disengaged end 1½ inches from the form, enabling pressman to reach under cylinder and tighten or loosen quoins.

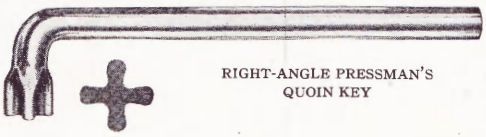


PRESSMAN'S COMBINATION QUOIN KEY

Pressman's Combination Quoin Key, polished tool steel, each $1.25
Pressman's Combination Quoin Key, nickeled tool steel, each 1.60

RIGHT-ANGLE PRESSMAN'S QUOIN KEY

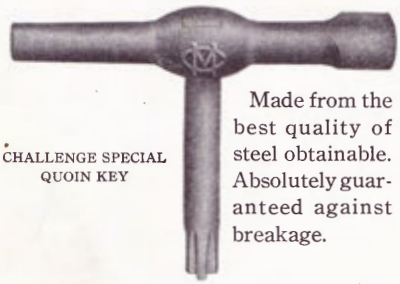
The Right-Angle Pressman's Quoin Key fits Hempel Quoins of any make. It is made of tool steel, each tooth being cut and not drop-forged. It is especially constructed for locking or unlocking a form under the cylinder without taking the chase from the bed of the press.



RIGHT-ANGLE PRESSMAN'S QUOIN KEY

Right-Angle Pressman's Quoin Keys, No. 1 and No. 2, plain, each $0.85
Right-Angle Pressman's Quoin Keys, No. 1 and No. 2, nickeled, each 1.20

CHALLENGE SPECIAL QUOIN KEY



CHALLENGE SPECIAL QUOIN KEY

Made from the best quality of steel obtainable. Absolutely guaranteed against breakage.

Keys for No. 1 or No. 2 Quoins, each.....$1.75

WICKERSHAM PRESSMAN'S QUOIN KEY

The Wickersham Pressman's Quoin Key is also intended for use in locking and unlocking forms while on the press. It fits both the No. 1 and No. 2 Wickersham Quoins, and in offices where these quoins are used this key is just as essential as the Combination or Right-Angle Keys for Hempel pattern quoins.

Pressman's Key for Wickersham Quoins (fits both No. 1 and No. 2), plain, each.....$0.95

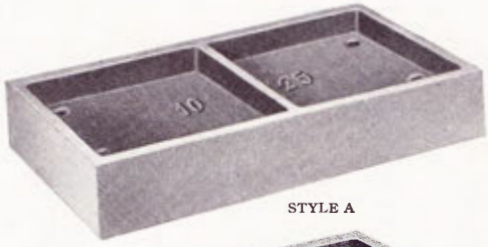
PECK QUOIN KEYS

No. 1, per 100.....$2.00 No. 2, per 100.....$3.00

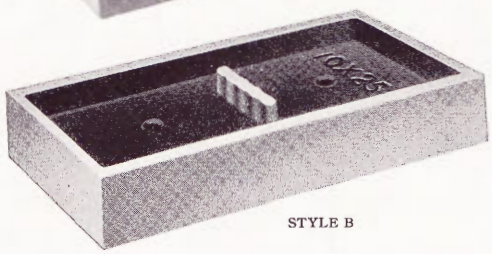
LABOR-SAVING CAST IRON FURNITURE

MADE IN TWO STYLES

Both Style A and Style B Labor-Saving Cast Iron Furniture are made from highest grade fine grained castings, perfectly smooth, finely finished, and microground to point system accuracy. Style A has cross braces cast in each piece, giving additional strength and providing convenient finger-hold for lifting from forms. Raised figures indicate size of each piece. Style B has corrugated projection or "hump" in the center of each piece, which is easily grasped by the thumb and forefinger when removing from form. Both styles have holes to allow for proper drainage.



STYLE A



STYLE B

Labor-Saving Cast Iron Furniture is guaranteed to be on the point system both ways. It possesses point system exactness. It is forty per cent lighter than regular furniture and many times stronger. Being harder than type metal, it will hold its accuracy longer and is therefore more economical in use. With ordinary care in handling it will last indefinitely. It is not easily dented or affected by heat. It makes lighter forms. It is in accordance with the line of modern improvement, which calls for iron imposing surfaces, iron stereo tables, iron composing stands, and fire-resisting qualities.



Labor-Saving Cast Iron Furniture is put up in a variety of fonts, of which the following are the most popular sellers:

Font A1—32 pieces each 2, 3 and 4x4—24 pieces each 2, 3, 4 and 5x5; 2, 3, 4, 5 and 6x6; 2, 3, 4, 5, 6 and 8x8; 2, 3, 4, 5, 6, 8 and 10x10; 2, 3, 4, 5, 6, 8 and 10x15—16 pieces each 2, 3, 4, 5, 6, 8 and 10x20; 2, 3, 4, 5, 6, 8 and 10x25. 1016 pieces.

Font A—12 pieces each 3, 4 and 5x5; 3, 4, 5 and 6x6; 3, 4, 5, 6 and 8x8; 3, 4, 5, 6, 8 and 10x10; 3, 4, 5, 6, 8 and 10x15; 3 and 4x20—8 pieces each 5, 6, 8 and 10x20; 3, 4, 5, 6, 8 and 10x25. 392 pieces.

Font B—12 pieces each 2x4; 2, 3, 4 and 5x5; 2, 3, 4, 5 and 6x6; 2, 3, 4, 5, 6 and 8x8; 2, 3, 4, 5, 6, 8 and 10x10; 2, 3, 4, 5, 6, 8 and 10x15; 2, 3 and 4x20; 2x25—8 pieces each 5, 6, 8 and 10x20; 3, 4, 5, 6, 8 and 10x25. 488 pieces.

Font C—16 pieces each 3, 4, 5, 6, 8 and 10x15; 3, 4, 5, 6, 8 and 10x20; 3, 4, 5, 6, 8 and 10x25. 288 pieces

Font H—6 pieces each 2x4; 2, 3, 4 and 5x5; 2, 3, 4, 5 and 6x6; 2, 3, 4, 5, 6 and 8x8; 2, 3, 4, 5, 6, 8 and 10x10; 2, 3, 4, 5, 6, 8 and 10x15; 2, 3 and 4x20; 2x25—4 pieces each 5, 6, 8 and 10x20; 3, 4, 5, 6, 8 and 10x25. 244 pieces.

Font M—3 pieces each 3, 4 and 5x5; 3, 4, 5 and 6x6; 3, 4, 5, 6 and 8x8; 3, 4, 5, 6, 8 and 10x10; 3, 4, 5, 6, 8 and 10x15; 3 and 4x20—2 pieces each 5, 6, 8 and 10x20; 3, 4, 5, 6, 8 and 10x25. 98 pieces.

Font N—3 pieces each 2x4; 2, 3, 4 and 5x5; 2, 3, 4, 5 and 6x6; 2, 3, 4, 5, 6 and 8x8; 2, 3, 4, 5, 6, 8 and 10x10; 2, 3, 4, 5, 6, 8 and 10x15; 2, 3 and 4x20; 2x25—2 pieces each 5, 6, 8 and 10x20; 3, 4, 5, 6, 8 and 10x25. 122 pieces.

Font S, for No. 3728 Hamilton Furniture Cabinet (Old No. 10 Midget)—5 pieces of each length and width in the following assortment: 2, 3, 4, 5, 6, 8 and 10 ems wide, and 10, 15, 20, 25, 30, 40, 50 and 60 ems long. 280 pieces.

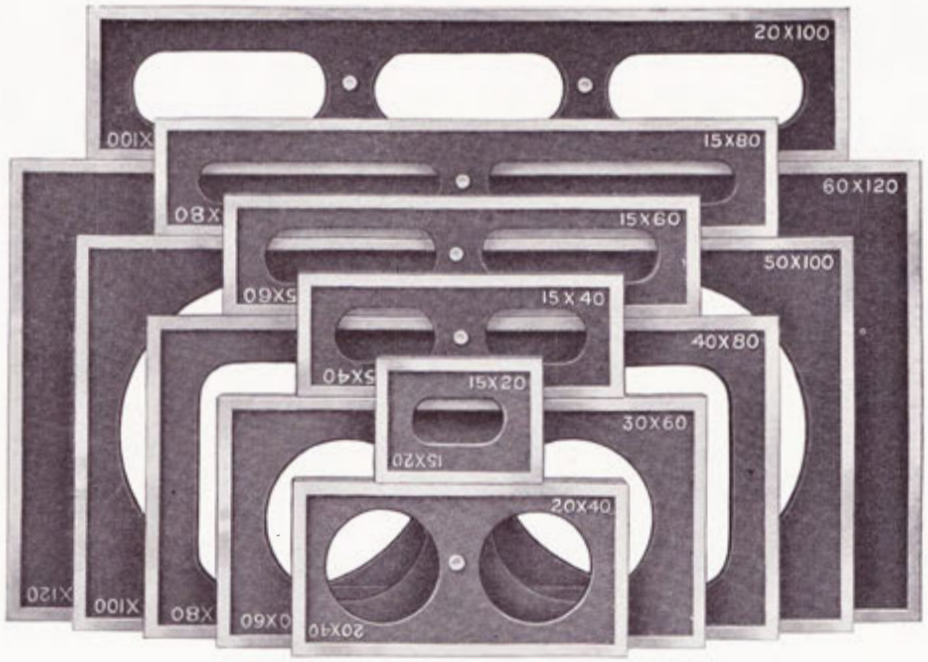
Font W, for American Cut-Cost Locking-Up Materials Cabinet, No. 527 (Steel); No. 9085 (Wood)—120 pieces each 2x6, 2x8, 2x10, 2x15, 2x20; 105 pieces each 3x6, 3x8, 3x10, 3x15, 3x20; 85 pieces each 2x25, 2x30; 75 pieces each 3x25, 3x30, 4x6, 4x8, 4x10, 4x15, 4x20; 60 pieces each 2x40, 2x50, 5x6, 5x8, 5x10, 5x15, 5x20, 6x6, 6x8, 6x10, 6x15, 6x20; 55 pieces each 4x25, 4x30; 45 pieces each 5x25, 5x30, 6x25, 6x30, 8x8, 8x10, 8x15, 8x20; 40 pieces each 3x40, 3x50; 35 pieces each 8x25, 8x30, 10x10, 10x15, 10x20; 30 pieces each 4x40, 4x50; 25 pieces each 10x25, 10x30; 24 pieces each 5x40, 5x50; 20 pieces each 6x40, 6x50; 15 pieces each 8x40, 8x50; 12 pieces each 10x40, 10x50. 3517 pieces.

Other fonts are furnished to fill Cut-Cost Cabinets, thus: No. 546-K, 1278 pieces, described on page 1031, and Nos. 9085-F, 3517 pieces, and 9085-G, 1759 pieces, described on page 1047. These fonts contain widths of 2, 3, 4, 5, 6, 8 and 10 picas, and lengths of 6, 8, 10, 15, 20, 25, 30, 40 and 50 picas.

Labor-Saving Cast Iron Furniture may also be obtained in a variety of fonts smaller than those listed above. It can also be obtained in sorts. Ask for information and prices.

MAMMOTH IRON FURNITURE

LIGHT, ACCURATE AND INDESTRUCTIBLE



Mammoth Iron Furniture is made on the point system, in sixty-five mammoth sizes, ranging from 15x15 to 60x120 ems pica. A great convenience in dressing out a large chase when locking up a small or open form, or in locking a small chase on the press bed. In book or catalogue work and when making up forms for color work, one piece of Mammoth Furniture of the right size will fit into the space left vacant by the removal of a whole page. This feature effects a great saving of time in make-up. Mammoth Iron Furniture is sold by the font or by the piece, as desired.

MADE IN SIXTY-THREE REGULAR AND TWO *EXTRA SIZES (SPECIAL SIZES TO ORDER)

15x15	15x45	20x30	20x 70	25x25	25x 60	25x120	30x 60	30x120	40x 70	*45x45	50x 80	60x 70
15x20	15x50	20x40	20x 80	25x30	25x 70	30x 30	30x 70	40x 40	40x 80	*45x50	50x 90	60x 80
15x25	15x60	20x45	20x 90	25x40	25x 80	30x 40	30x 80	40x 45	40x 90	50x50	50x100	60x 90
15x30	20x20	20x50	20x100	25x45	25x 90	30x 45	30x 90	40x 50	40x100	50x60	50x120	60x100
15x40	20x25	20x60	20x120	25x50	25x100	30x 50	30x100	40x 60	40x120	50x70	60x 60	60x120

CHALLENGE AND MAMMOTH IRON FURNITURE IN LABOR-SAVING FONTS

Font No. 1—Four pieces each of all the sixty-three regular sizes shown above; 252 pieces, 110 square feet.

Font No. 2—Two pieces each of all the sixty-three regular sizes given in Font No. 1; 126 pieces, 55 square feet.

Font No. 3—Four pieces each of all the sixty-three regular sizes given in Font No. 1, with four extra pieces each of 15x15, 15x20, 15x25, 15x30, 20x25, 25x30, 45x45 and 45x50; 284 pieces, 115 square feet.

Font No. 4—Same as Font No. 3, but double the quantity.

Font No. 5—Two pieces each of the sizes given in Font No. 2, but omitting the 70 and 90 em lengths; 102 pieces, 42 square feet.

Font No. 6—Two pieces each of the sizes given in Font No. 2, but omitting the 70, 90, 100 and 120 em lengths; 78 pieces, 22 square feet.

Font No. 7—Two pieces each 15, 20, 25, 30, 40, 45, 50 and 60 ems long by 15, 20, 25 and 30 ems wide; 52 pieces, 16 square feet.

CABINETS FOR MAMMOTH IRON FURNITURE

Cabinets for holding different sized fonts of Mammoth Iron Furniture can be supplied on short notice.

Send for descriptive circular and prices of Mammoth Iron Furniture and Cabinets

INTERLOCKING STEEL FURNITURE

EXCEPTIONALLY VALUABLE FOR BLANK WORK

Interlocking Steel Furniture has been in use for many years, and is one of the greatest labor-savers ever introduced to the printing trade. It is a well tried and useful device for saving time in the making up and locking up of printing forms. It is made from especially cold-drawn steel, accurate in every dimension to the thousandth part of an inch, and cut to accurate lengths with milled notched ends, which can be quickly set around blank spaces instead of filling them in the ordinary way with wood or metal furniture. For color and blank work it is exceptionally valuable, as it eliminates shrinkage due to changes in temperature. It is practically indestructible, and, being made of steel, always remains accurate. Four pieces each 42 picas long will fill a blank of 49 square inches, weigh but little, can be quickly installed, and will prove more secure with a minimum of pieces. Using larger pieces, eight will fill a blank 12x24 inches, or 288 square inches. The few pieces required for large spaces, its security, and little liability to damage by use or from corrosion, give this steel furniture advantages possessed by no other material used for a similar purpose.

Interlocking Steel Furniture is made of 24, 36, 48 or 54 point steel, 5/8 inch high, and with either 12 or 18 point notches. Put up in a variety of fonts.

We can supply cabinets for holding various sized fonts of Labor-Saving Cast Iron Furniture and Interlocking Steel Furniture. Write for prices and information.



No. 1—24 PT. STEEL WITH ONE 12 PT. NOTCH



No. 2—36 PT. STEEL WITH TWO 12 PT. NOTCHES



No. 3—36 PT. STEEL WITH ONE 18 PT. NOTCH



No. 4—48 PT. STEEL WITH THREE 12 PT. NOTCHES



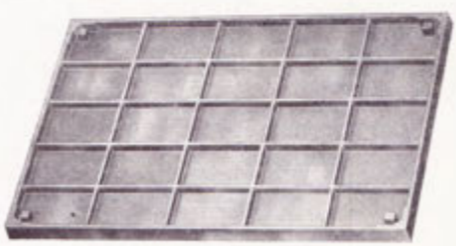
No. 5—54 PT. STEEL WITH TWO 18 PT. NOTCHES

IRON IMPOSING SURFACES

THE CHEAPEST IN THE LONG RUN



TOP OF SURFACE FOR IMPOSING TABLE



UNDERSIDE, SHOWING REINFORCEMENTS

Iron Imposing Surfaces are made for all standard sizes of tables. For imposing tables for job and book work they are furnished rabbeted on four edges, unless otherwise ordered. For newspaper make-up tables they are furnished flush (without rabbet), unless otherwise ordered. For other tables it is necessary to specify whether they are required without rabbet, or with rabbet on one or both lengthwise edges, or with rabbet all around. The rabbet is 3/32x9/16 in. Prices of the various sizes quoted upon request.

MARBLE IMPOSING SURFACES

HIGHLY POLISHED AND DURABLE

Marble Imposing Surfaces are highly polished, durable and adequately answer the purpose in medium and small printing offices. We handle the product of the best quarries only and will be pleased to quote prices on your requirements. Write for information.

THE M. & W. JOB PRESS LOCKS

SAVE TIME AND MATERIAL

The M. & W. Job Locks are made in five sizes: 1½, 2, 3, 4 and 5 inches. Any space inside a chase from 9 ems to 50 ems pica can be filled and locked-up in much less time than with the customary furniture and quoins. The pressure is applied with a screw, so designed that it cannot work loose. Vibration does not affect them. The advantages offered by the use of M. & W. Job Locks are the very few pieces required to lock-up a form and the simple method of doing the work. The accompanying illustration below shows one way the locks may be used in connection with iron or metal furniture. With the use of these M. & W. Job Locks this form can be properly locked up for the press in less time than one minute. Every printshop needs them.



THE M. & W. JOB PRESS LOCKS

The M. & W. Job Locks will also be found a great convenience as well as a time-saver when used in connection with iron or wood furniture in locking-up open forms, such as blank-book headings, covers, etc. The accuracy of the M. & W. Job Locks is so absolute that they will be found of great assistance in registering forms on the press.

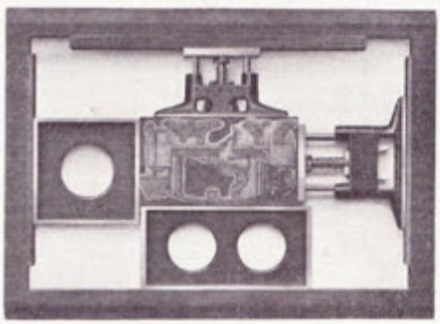


ILLUSTRATION SHOWING HOW THE M. & W. JOB LOCKS ARE USED

Send for pamphlet describing and illustrating the complete Morgans & Wilcox Locking-Up System which includes the M. & W. Lock Furniture, which gives a good lock-up in a 4-pica space. Made in widths from 4 to 10 picas; lengths 25 to 130 picas. The advantages of this system are outstanding. No argument or prejudice can get around the fact. It makes considerable difference in a month or a year whether a workman picks up 300 pieces of locking-up material or 100 pieces, when preparing large forms for press. M. & W. Form-Locking System is extensive and complete, and provides time-saving materials for locking-up forms for both job and cylinder presses. The pamphlet illustrates and describes just how the various locking-up units may be used to greatest advantage.

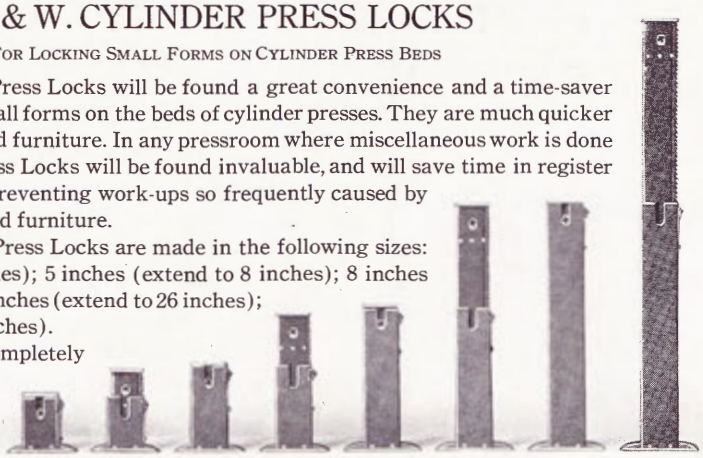
M. & W. CYLINDER PRESS LOCKS

FOR LOCKING SMALL FORMS ON CYLINDER PRESS BEDS

The M. & W. Cylinder Press Locks will be found a great convenience and a time-saver when used for locking small forms on the beds of cylinder presses. They are much quicker and safer to use than wood furniture. In any pressroom where miscellaneous work is done the M. & W. Cylinder Press Locks will be found invaluable, and will save time in register and make-ready and in preventing work-ups so frequently caused by the use of inaccurate wood furniture.

The M. & W. Cylinder Press Locks are made in the following sizes: 3 inches (extend to 5 inches); 5 inches (extend to 8 inches); 8 inches (extend to 14 inches); 14 inches (extend to 26 inches); 22 inches (extend to 36 inches).

Write for pamphlet completely describing the M. & W. line of cylinder and job press locks. Ask for quotations.

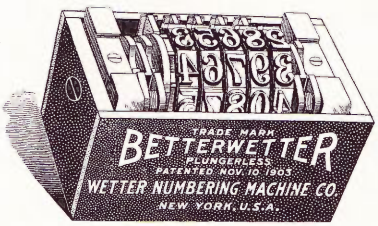


M. & W. CYLINDER PRESS LOCKS

BETTER-WETTER NUMBERING MACHINE

A PLUNGERLESS NUMBERING DEVICE

For use with or without type on printing presses. It is the only typographic numberer that prints nothing but the figures, without "No.," a period, or any other prefix or suffix intended to act as a plunger or to prevent the printed sheet from being smeared by the revolving figures. The pressure of the platen or cylinder on the figures operates the mechanism which changes the numbers and also brings into action ingenious bearers which rise automatically and hold the printed sheet off the figures while they are changing; these bearers do not print on or indent the paper.



BETTER-WETTER (PLUNGERLESS)

The Better-Wetter is made of the best materials throughout and all parts are hardened where necessary, insuring great durability, perfect accuracy, and long life. All machines in the following list are type high and 1 1/32 inches wide, the length varying according to style of figures selected. Order by model number.

STYLE OF FIGURES BETTER-WETTER

Models 326 and 327
123568

Models 330 and 331
67890

Models 348 and 349
35890

Model 365
12345

PRICES AND DATA OF BETTER-WETTER NUMBERING MACHINES

Model	Number of Wheels	Length Inches	Price	Model	Number of Wheels	Length Inches	Price
326	6	1 15/16	$36.00	348	6	1 15/16	$37.00
327	7	2 1/16	39.00	349	7	2 1/16	40.00
330	5	1 15/16	33.00	365	5	2 1/16	35.00
331	6	2 1/16	36.00	—	—	—	—

BOSTON MODEL WETTER NUMBERING MACHINE

MADE IN TWO SIZES: FIVE AND SIX WHEELS

This model is made of steel throughout; parts liable to wear are hardened; wheels are equipped with ciphers of improved construction and are guaranteed not to get low. Has "roughed" side plates, hold-down screw, removable "No." slides, and can be depended on for wearing qualities and accurate work. Made in two sizes only. As regularly made, all models number forward, but can be constructed to number backward on special order, without extra charge.

No. 12356
FACSIMILE IMPRESSION



BOSTON MODEL

Boston Model No. 1, five wheels.....$16.00 Boston Model No. 2, six wheels.....$18.00

THE MIDGET WETTER NUMBERING MACHINE

MADE IN TWO SIZES: FIVE AND SIX WHEELS



MIDGET WETTER, SIZE 1 1/16 X 1 3/8 IN.

Made entirely of steel, and is the smallest type-high numbering machine made. Designed to meet the demand for a small machine with figures large enough for ordinary commercial uses, it can be depended on for accurate work.

The Midget Wetter has an attachment for printing any one number, any number of times, without taking it from the form. "No." slide preceding figures can be removed without taking machine from form.

STYLE OF FIGURES MIDGET WETTER

Model 115
32356

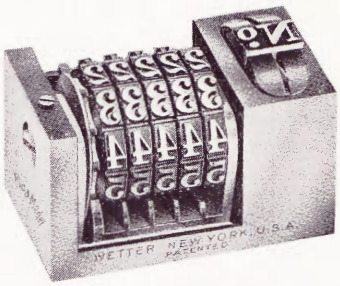
Model 116
123687

Midget Wetter, Model 115, five wheels.....$30.00 Midget Wetter, Model 116, six wheels.....$32.00

PICA MODEL WETTER NUMBERING MACHINE

MADE IN TWO SIZES: FIVE AND SIX WHEELS

The Pica Model Wetter Numbering Machine has been on the market for a number of years and has proven a popular and satisfactory typographic numbering machine. It is type-high and can be locked in a form, the same as type, to number and print at one impression. It is constructed of steel throughout.



PICA MODEL NUMBERING MACHINE

Among the exclusive good features incorporated in the Pica Model Wetter Numbering Machine is the patented drop cipher that always prints clearly when required, placing this low priced machine in a class by itself when compared with other numbering devices. It is made without side plates, and the shaft on which the wheels revolve does not have a screw thread on the end. This reduces the cost of manufacture and enables the Pica Model to be sold at a low price.

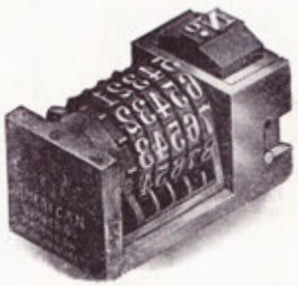
No. 1—5 wheels (⅞ in. wide, 1½ in. long).....$16.00
No. 2—6 wheels (⅞ in. wide, 1⅝ in. long)..... 18.00

AMERICAN NUMBERING MACHINE

MADE IN THREE SIZES: FIVE, SIX AND SEVEN WHEELS

The American Numbering Machine No. 30 is a model designed to be locked in a form, the same as type, either with or without type matter. The printing face of the figures is exactly type-high and as the impact of the press takes place the plunger is depressed and the succeeding number is brought into printing position, ready for inking. The plungers are made of bar steel and constructed in one piece. Machines are fitted with steel wheels and are engraved with figures as shown in illustration. Drop-ciphers are constructed of tool steel and are guaranteed. All parts are quickly released and machines are easily reassembled. Skipping unit wheels are furnished, skipping automatically any number desired from 1 to 10, interchangeable with regular consecutive unit wheels. Model No. 30 is 1 19/32 inches long by ⅞ inch wide and numbers forward.

№ 12345
IMPRESSION OF FIGURES


AMERICAN NUMBERING MACHINE

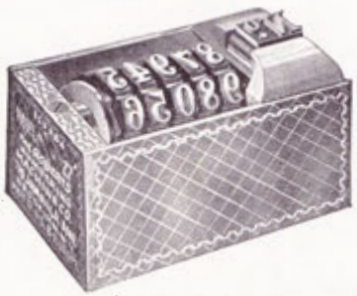
American Model No. 30—5 wheels.....$16.00 American Model No. 31—6 wheels.....$18.00
American Model No. 31—7 wheels.....$22.00

ROBERTS NUMBERING MACHINE

MADE IN THREE SIZES: FIVE, SIX AND SEVEN WHEELS

The Roberts Model 27 Numbering Machine is generally used by printers for ordinary job work. This machine is constructed to be used with any press made to print from type; also furnished to number backwards so as to avoid turning the sheets. For numbering checks, orders, strip tickets, etc., skipping wheels are necessary. These skip automatically any number from 1 to 10 and are interchangeable with regular consecutive unit wheels. The No. 27 Numbering Machine is operated by a steel spring of great power and unusual elasticity, insuring correct numbering without the necessity of constantly watching the sheet. This numbering machine may be taken apart in a minute for cleansing and is as quickly reassembled.

№ 12345
IMPRESSION OF FIGURES


ROBERTS NUMBERING MACHINE
MODEL 27

Roberts Numbering Machine Model 27—5 wheels.....$16.00
Roberts Numbering Machine Model 28—6 wheels..... 18.00
Roberts Numbering Machine Model 28—7 wheels..... 22.00

Write for full information on Roberts, American, Bates and Wetter Numbering Machines

BATES HAND NUMBERING MACHINE

The Bates Hand Numbering Machine will number consecutively, will duplicate each number before passing to the next, or will repeat the same number as often as may be desired. These three different movements are attained by simply moving the pointer on the dial. The machine automatically inks itself after each impression.



BATES HAND NUMBERING MACHINE

All the printing is done from solid steel type. As there are no ratchet wheels between the figure dies, there is no lost or irregular spacing between figures.

The Bates seven movement machine has the same frame and style as the three movement, except for the dial and the additional movement necessary in a seven movement machine. It numbers consecutive, duplicate, triplicate, quadruplicate, sextuplicate, twelve times, and repeats.

PRICES OF BATES HAND NUMBERING MACHINES

4 wheels, numbering to 9,999	$13.00	Seven movement, 4 wheels	$17.00
5 wheels, numbering to 99,999	14.00	Seven movement, 5 wheels	18.00
6 wheels, numbering to 999,999	16.00	Seven movement, 6 wheels	20.00
7 wheels, numbering to 9,999,999	19.00	Seven movement, 7 wheels	23.00

ROBERTS HAND NUMBERING MACHINE

A MECHANICALLY PERFECT MACHINE

The "regular" Model 49 is a six wheel machine. Each machine is mechanically perfect and accurate in all its working parts before it leaves the factory. A small figure can be furnished in six wheels, or a large figure in five wheels.

PRICES OF ROBERTS HAND NUMBERING MACHINES

Model 49, with 6 wheels, small figures	$7.50
Model 49, with 5 wheels, large figures	7.50
Model 49, with 6 wheels, large figures	10.00

PARAGON HAND NUMBERING MACHINE

THE MACHINE WITH A VARIETY OF FIGURES

Paragon Hand Numbering Machines are well and favorably known and need but brief description. They are made with five styles of Gothic figures and seven styles of Roman figures. A size and style of figure can be obtained to meet almost any requirement.

PRICES OF PARAGON HAND NUMBERING MACHINES

Five wheels, numbering to 99,999	$12.50
Six wheels, numbering to 999,999	14.00

Four wheel and seven wheel machines made to order



ROBERTS HAND NUMBERING MACHINE MODEL 49

Send for circulars showing the styles of figures that can be obtained for the several numbering machines described here.

AMERICAN VISIBLE HAND NUMBERING MACHINE

MADE IN TWO MODELS: NO. 41 AND NO. 21

The American Visible Hand Numbering Machine is a new departure in numbering machines. An indicator located in the front of the machine, at a convenient point, shows the number at which the machine is set and changes numbers as they are being made. The operator can tell the next number at a glance. This is a great improvement over other similar machines.

PRICES OF AMERICAN VISIBLE HAND NUMBERING MACHINES

Model No. 41—6 wheels, numbering to 999,999 legible figures, three movements (consecutive, duplicate and repeat)	$15.00
Model No. 21—6 wheels, numbering to 999,999, nine movements (consecutive, duplicate, triplicate, quadruplicate, quintuplicate, sextuplicate, repeat ten times, twelve times, and repeat indefinitely)	20.00

COUNTING MACHINES FOR EFFICIENCY

The Counting Machine is an absolute necessity as a part of the equipment of every job and cylinder press in the office. It insures the delivery of a full count to the customer which every office intends and desires to give. It is possible by its use to keep a record of the output of each press per day or week, which record contains data of prime importance in figuring costs per hour or per thousand on the press in question. It helps to keep track of the amount of waste, an important item of expense, the reduction of which makes for efficiency and profits.



REDINGTON COUNTING MACHINE, MODEL A

REDINGTON COUNTING MACHINE

FOR CYLINDER PRESSES

The Redington Counting Machine, Model A, is especially designed for cylinder presses, embossing machines, stamping machines, punch presses, or any automatic machine where a correct count is required. The arrangement of the flanges permits attaching the counter to wall or stand. Counts from 1 to 100,000.

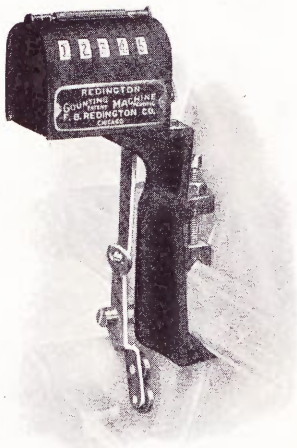
Model A—Size 3¼x2½x2⅛ inches.....$6.25

REDINGTON COUNTING MACHINE

FOR CHANDLER & PRICE PRESSES

The Model D Redington Counter is for C. & P. Presses *only*. It counts only when impression is taken, and is easily and quickly attached to C. & P. Presses of all sizes. No drilling or removing of parts necessary. Is secure after attaching and in plain view of operator. Counts from 1 to 100,000. Will not jump or repeat. Easily and quickly turned back to zero, or set at any number. No key necessary. The figures are large and can be readily seen at a distance.

Model D—Packed in a substantial box, complete.....$6.75



REDINGTON COUNTING MACHINE MODEL D, FOR C. & P. PRESSES

DURANT COUNTING MACHINES

MODELS A, B AND D

The Durant Counting Machines are made of steel, iron and brass, and the workmanship is of the very finest. All the parts are interchangeable. The dials are of enamel and have large black figures that can readily be read at a distance. Can be quickly reset to zero or any number. A bracket is furnished with each machine for convenience in securing it to the feed board of the press.

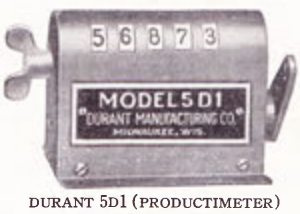


DURANT ALARM COUNTER, MODEL 4A5

Model 5D1 Durant Counter (the Productimeter), as illustrated, is intended especially for job presses. Every part that carries a strain is of hardened steel and permits of a constant speed of over 400 strokes per minute, without the slightest inaccuracy, breakage or appreciable wear.

PRICES OF DURANT COUNTING MACHINES

Model 4A1, 4 dial	$5.10
Model 5A1, 5 dial	6.00
Model 6A1, 6 dial	7.20
Model 4A5, 4 dial, with Alarm	11.05
Model 5A5, 5 dial, with Alarm	12.75
Model 5B1, 5 dial	7.50
Model 5B1, 5 dial, with attachment for Golding or Pearl Presses	12.50
Model 5D1, 5 dial	4.95
Model 5D1, 5 dial, with attachment for Universal or Colt's Armory Type Presses	10.00



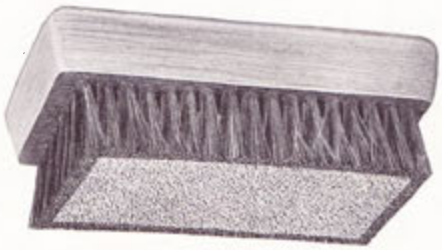
DURANT 5D1 (PRODUCTIMETER) COUNTING MACHINE

Alarm Counters ring at each 50, 100, 500 or 1000, as ordered. The above are all the original Durant models. Models B and D all have Instantaneous Reset

AMERICAN Stapleset PLATE BRUSH

WILL NOT SCRATCH THE FINEST HALFTONE

The American Plate Brush is made in two sizes to accommodate both the job pressroom and the cylinder pressroom. The body of the American Plate Brush is made of fine brass wire of such delicate fibre that it will not scratch the finest type face or halftone. Around the edges of the brush is placed a row of bristles which prevents edges turning over and wire becoming matted, as is the case with all-wire brushes. The bristles also act as a wiper after the wire portion of the brush has picked out the sediment in a halftone, electrotype or type matter. The American Plate Brush is the only perfect plate-cleaning brush on the market. Thousands of them are in daily use and giving entire satisfaction. No printing office is entirely complete without one or more of these brushes.



AMERICAN STAPLESET PLATE BRUSH

American Plate Brush No. 1, size 2⅜x4⅛ inches, each . . $1.00
American Plate Brush No. 2, size 2⅞x6⅝ inches, each . . 2.25

AMERICAN Stapleset PERFECTION BENZINE BRUSH

This without doubt is the best Benzine Brush on the market. Size 5x2⅛ inches. Made with ten rows of pure China bristles. Solid hardwood back, in natural finish. A superior brush at a medium price.

Price $0.60



AMERICAN STAPLESET PERFECTION BENZINE BRUSH



AMERICAN STAPLESET OVAL BACK BENZINE BRUSH

AMERICAN Stapleset BENZINE BRUSH

American Stapleset Oval Back Benzine Brush is the old reliable benzine brush, size 5⅛x2¼ inches. Made with solid hardwood back and black bristles. Supplied in two lengths of bristles.

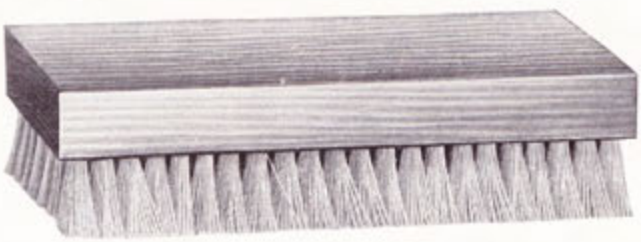
No. 1 Oval Back Benzine Brush, long bristles $0.50
No. 1 Oval Back Benzine Brush, short bristles 50

AMERICAN Stapleset TAMPICO LYE BRUSH

The American Stapleset Tampico Lye Brush is sturdy and serviceable. Made of best white tampico, solid back.

Size of brush 2⅜x7¾ inches.

No. 8, Medium $0.35
Stapleset Tampico No. 7, small (2⅜x5⅝ inches) 30
Stapleset Tampico No. 9, large (2⅞x7¾ inches) 40



AMERICAN STAPLESET TAMPICO LYE BRUSH

Send for circular showing complete line of brushes used in the printing office

SUCCESS BENZINE CANS

Success Benzine Cans are made in two sizes: pint and quart. They are strong and durable, being made of extra heavy brass. The Success Benzine Can is unquestionably the most popular container on the market and thousands are in use in printing offices and wherever benzine cans are required.

One pint can.....$1.00 One quart can.....$1.25



PINT CAN



QUART CAN

McNUTT NON-EXPLOSIVE BENZINE CAN

The McNutt Non-Explosive Benzine Can is a high grade, safe benzine can, made in both steel and brass. It has been used with confidence in the largest and best printing offices in the country for a number of years.

PRICES AND SIZES OF McNUTT NON-EXPLOSIVE BENZINE CANS

Half pint, steel.....$1.10	One quart, steel.....$2.00	One pint, brass.....$1.50
One pint, steel..... 1.40	Half pint, brass..... 1.25	One quart, brass..... 2.00

JUSTRITE NON-EXPLOSIVE BENZINE CANS



THREE GALLON CAN



QUART CAN

Justrite Non-Explosive Benzine Cans meet all requirements of the Board of Fire Underwriters as a protection to life and property. An ingenious device in the top of the can prevents the liquid from escaping unintentionally, making the can entirely safe.

The larger cans are generally used for storage purposes, while the smaller sizes may be safely handled in the composing room or pressroom. They are made in six sizes.

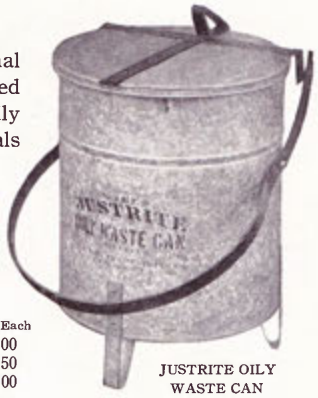
PRICES OF JUSTRITE NON-EXPLOSIVE BENZINE CANS

One pint size.....$1.80	One gallon size $3.00
One quart size 2.00	Three gallon size..... 5.00
Two quart size 2.50	Five gallon size..... 6.00

JUSTRITE OILY WASTE OR RAG CAN

Justrite Oily Waste Cans bear the official label of the National Board of Fire Underwriters, thus insuring protection not afforded by the use of inferior oily waste cans. It is the only automatic oily waste can made, and the patented foot lever is novel and appeals to all users. A slight pressure of the foot raises the cover, leaving both hands free to insert the rags. This obviates all desire to block the cover open and greatly increases its efficiency over all others. On the removal of the foot from the handle the cover closes automatically. It is easy to carry, absolutely safe, convenient, clean and durable.

Size Exclusive of Legs	Price Each
No. 1—11¾x13 inches	$4.00
No. 2—12½x14 inches	4.50
No. 3—13½x15 inches	5.00



JUSTRITE OILY WASTE CAN

McNUTT OILY WASTE CAN

The McNutt Oily Waste Can completely fills the bill for a moderately priced can that will stand the wear and tear of the average printing office. It is as safe as it is possible to make a can, as thousands of discriminating users will testify.

No. 1—11¾x14¾ inches.....$3.25	No. 5—17x24 inches.....$6.00
No. 2—12¾x18 inches..... 3.50	No. 6—18x26 inches 8.00
No. 3—14x20 inches..... 4.00	No. 7—20x30 inches 10.00
No. 4—14x22 inches..... 4.50	No. 8—24x36 inches 14.00

GAUGE PINS FOR PLATEN PRINTING PRESSES

Gauge Pins are probably more used to-day than ever before. They are really a necessity in most printing offices. They are inexpensive and save considerable time in make-ready. We have a large assortment of the very best lines made.



This is the Original Steel Gauge Pin

ORIGINAL STEEL GAUGE PIN

The Original Steel Gauge Pin is simplicity in itself and a general favorite with many pressmen.



No. 2

Price, in four sizes, either one size or assorted, per dozen..... $0.90

GOLDEN STEEL GAUGE PINS



No. 2 No. 6

For the general run of work the Golden Steel Gauge Pin is the most popular pin on the market.

Price, either size, not assorted, per dozen..... $0.90

SPRING TONGUE GAUGE PIN



Short Tongue

Spring Tongue Gauge Pins, being elastic, will not break readily under pressure.

Price, per set of three, with an extra long tongue with each pin..... $0.50

Per dozen..... 1.80

Extra tongues, long or short, per dozen..... .35

SOLID BRASS GAUGE



This is a job press guide or gauge made of solid brass. It is 12 point, and when glued to the tympan is an effective guide.

Price, per dozen..... $1.00

SCREW ADJUSTING GAUGE PIN

Screw Adjusting Gauge Pins have knurled part at the base for fine adjustment. Maximum adjustment, ½ in.

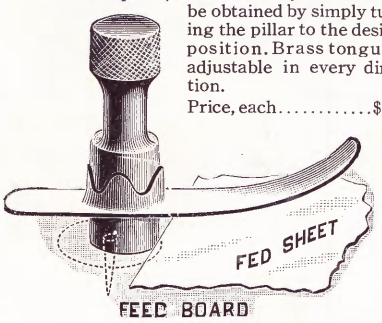


Price, set of three including one dozen flat tongues..... $2.50

CYLINDER SIDE GUIDE

Secured to the feed board by the sharp point, as shown in the outline in cut, which is placed at the side of pillar, so that hair adjustments may be obtained by simply turning the pillar to the desired position. Brass tongue is adjustable in every direction.

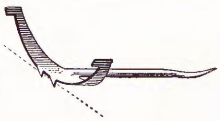
Price, each..... $1.00



Complete directions for use of Gauge Pins, Gauges, etc., are printed and sent buyer when order is filled.

FLEXIBLE SIDE GAUGE PIN

The Flexible Side Gauge Pin will bend under the grippers without breaking. It has teeth and is adjusted in the usual manner.



Price, per dozen, with or without lips..... $0.90

BRASS GAUGE PIN



The Brass Gauge Pin is a superior gauge pin for tough work. Sizes made: Nos. 1, 2, 3, 4 and 6.

Price, per dozen..... $0.90

LOW GAUGE PIN, FLEUR-DE-LIS

A unique steel gauge pin with a low head, about six points high, and a long upturned lip. Made also with a straight-out lip, suitable for proofing or printing from thin plates.

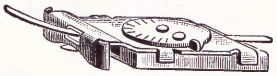


Price, either style, per set of three..... $0.25

Price, either style, per dozen..... .90

PERFECT REGISTER GAUGE

The Perfect Register Gauge is especially designed for making very fine and quick adjustments.

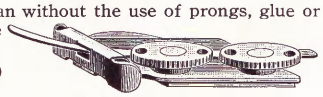


Price of Gauge, per set of three, and including one dozen flat tongues..... $2.50

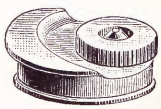
Flat tongues, long and short, per packet..... .35

DOUBLE GRIP GAUGE

Attached to the tympan without the use of prongs, glue or paste, sheets cannot be fed under gauge-head.



Price, set of 3..... $2.50



ECCENTRIC STUD GAUGE

This gauge is provided with a fixed lip instead of an adjustable tongue. The face is round instead of flat. It is made fast to the tympan by a knurled nut which draws a circular plate against the underside of the tympan and binds whole together.

Price, per set of three..$2.00

IRON GAUGE PIN DRAWER

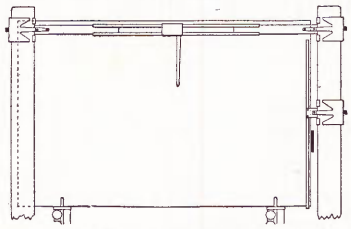
Screws under feed board of press. Size 2½x3½x¾ in.

Price each, with screw $0.50

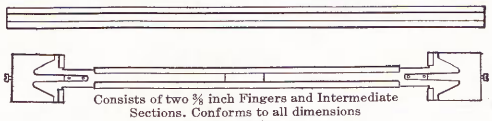


GRIPPER CROSSBARS AND GRIPPER FINGERS

Gripper Crossbars and Gripper Fingers are designed for platen presses and can be quickly applied and adjusted. The Crossbar is the first invention to completely cross the platen and conform to all spaces between the grippers without extending outside.



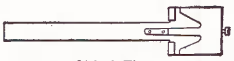
Crossbar with Down Finger applied. Also an Inside Marginal Finger which admits a side gauge with a narrow head between it and the gripper



Consists of two ⅜ inch Fingers and Intermediate Sections. Conforms to all dimensions between grippers



⅜ inch Gripper Finger, 1 inch opening, reduced one-half. The fingers lie between the type matter without smashing leads or quads



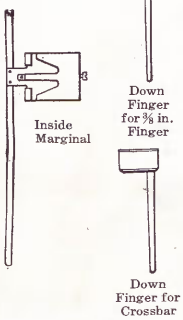
⅜ inch Finger



⅛ inch Finger



Marginal



Inside Marginal

Down Finger for ⅜ in. Finger

Down Finger for Crossbar

The device consists of two ⅜ inch Fingers and intermediate sections of different lengths which slide with spring tension upon the Fingers. The Fingers are made in various shapes and may be used either singly or collectively. They lie between the type matter without smashing leads or quads. The Down Fingers extend vertically over the sheet and may be adjusted to do effective work anywhere between the grippers. The Marginal turns down at the end and nips the sheet. The Inside Marginal extends laterally in both directions over the end of the sheet parallel to the gripper and admits a narrow gauge-head between. Sheets are lapped along the margin in either direction whether wide or narrow. Spaces between matter are also entered from either direction. In printing small forms the left-hand gripper may be equipped and the right-hand gripper set to one side out of the feeder's way. The part of the Gripper Fingers that attaches to the gripper is made with ⅝, ⅞ and 1 inch size openings to fit grippers the same in width or narrower. There are frequently occasions, after complicated type forms are put on the press, when the pressman is obliged to resort to makeshift methods in order to obtain the fine results he desires.

PRICES OF GRIPPER CROSSBARS AND GRIPPER FINGERS

	Each
⅜ inch Gripper Finger, ⅝, ⅞ or 1 inch opening	$0.60
⅛ inch Gripper Finger, ⅝, ⅞ or 1 inch opening	.60
Marginal Finger, ⅝, ⅞ or 1 inch opening	.60
Inside Marginal Finger, ⅝, ⅞ or 1 inch opening	.75
Down Finger for ⅜ inch Finger	.35
Down Finger for Crossbar	$0.35
Crossbar for all size presses up to 10x15	1.75
Crossbar for presses up to 13x19	2.00
Crossbar for larger presses	2.50

MEGILL AUTOMATIC REGISTER GAUGE

The Automatic Register Gauge will not only produce absolutely perfect register but will increase the output and save stock. On reference to the illustrations it will be seen that the gauge is complete in itself and, though operated by the gripper, has no connection with it and is free to be placed anywhere. The speed arm touches the gripper near the bottom and, having a lateral motion across it, always works easily and is adapted to any inclination of gripper or platen. All wearing parts are of hardened steel and the device is constructed on the interchangeable system. The finest adjustment can be obtained and no parts are employed which are liable to disarrange during the run. The forward feet prevent the sheets from feeding under the setter-head. A tongue is unnecessary as the lip prevents the sheets from slipping up over the setter-head in feeding. All parts depress to 12 points. The speed arm is needed only when running. It is applied at the notch and runs easily to position. The pressure of the gripper will not displace it. The illustration shows a 12 point setter-head.

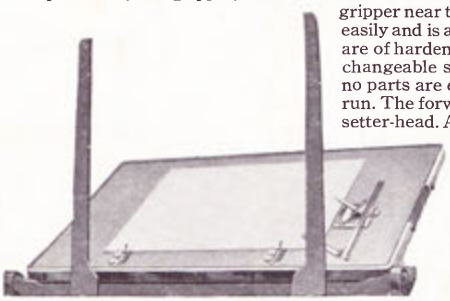


Fig. 1. Platen Open

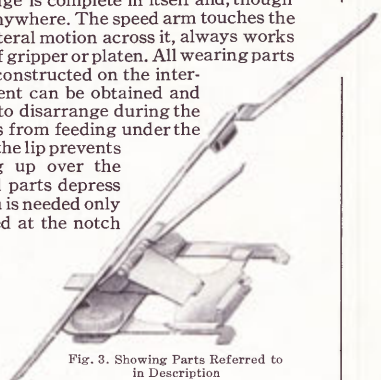
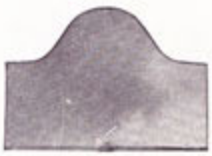


Fig. 3. Showing Parts Referred to in Description

Megill Automatic Register Gauge. Price $7.50

Complete directions for the use of Gauge Pins, Gripper Crossbars and Fingers are supplied to purchasers

STEEL COMPOSING RULES



STEEL MAKE-UP RULE



STEEL COMPOSING RULE



LEATHER POCKET RULE CASE

The Leather Pocket Rule Case is well made of strong brown leather. It has patent clasp and contains 12 steel composing rules.

Sizes: 10, 12, 13, 14, 15, 16, 18, 21, 24, 26½, 28 and 30 ems pica. Price $2.50

These Steel Composing and Make-up Rules are made from the finest quality tempered steel, highly finished. Sizes and prices:

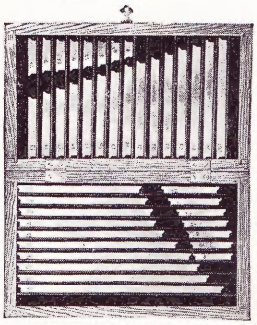
4 to 15 ems ...$0.20	21 to 25 ems ...$0.30	31 to 35 ems ...$0.40	41 to 45 ems ...$0.50	51 to 55 ems ...$0.60
16 to 20 ems ... .25	26 to 30 ems ... .35	36 to 40 ems ... .45	46 to 50 ems ... .55	56 to 60 ems ... .65

Extra Thin Composing Rule (10-to-pica), 13 ems.....$0.20

PERFECTION RULE SET

The Perfection Set contains 40 spring tempered steel composing rules, numbered 4 to 45 picas, including half-em measures below 10 picas. Rules are fitted in a handsome case strongly made of polished oak, plush lined and nicely finished.

Price $10.00



PERFECTION RULE SET

COMPOSITORS' TWEEZERS

SAFETY CAPS ARE FURNISHED WITH ALL TWEEZERS WITH THE EXCEPTION OF THE IMPROVED LOCKING TWEEZERS



NO. 3 COMBINATION BODKIN AND TWEEZERS

No. 3 Combination Bodkin and Tweezers. The bodkin folds into the tweezers. Nickel plated. Price....$1.00



NO. 5 TWEEZERS

No. 5 is the best tweezers at the price; file points; steel; is 4 inches long. Nickel plated. Price.....$0.50



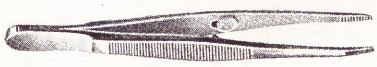
NO. 7 TWEEZERS

No. 7 and No. 8 are excellent tweezers; tempered steel with file-cut points and backs. No. 7—4 inches long. Nickel plated. Price ..$0.50



NO. 8 TWEEZERS

This is the No. 8 Tweezers; 4¾ inches long. Price.....$0.60



NO. 9 IMPROVED LOCKING TWEEZERS

The Improved Locking Tweezers locks and unlocks automatically by holding the points up or down. Nickel plated. Price...$0.85



NO. 11A TWEEZERS

A good cheap tweezers. Made of polished steel; 3½ inches long. No. 11A. Nickel plated. Price .$0.30

BODKINS

Steel Needle Bodkin with wooden handle. Price.....$0.15

ENGRAVERS' TOOLS



NO. 1 V-SHAPED, LARGE, SHARP EDGE



NO. 2 V-SHAPED, SMALL, SHARP EDGE



NO. 3 FLAT, FACE 7/64 INCH WIDE



NO. 4 FLAT, FACE ¼ INCH WIDE



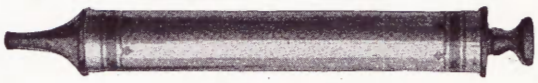
NO. 5 OVAL, FACE 7/64 INCH WIDE



NO. 6 DIAMOND, 5/32 INCH SQUARE

Set of six in box.....$2.50

CYLINDER AND VALVE BELLOWS



CYLINDER BELLOWS

No. 1 Cylinder Bellows, 20 inch. Price.....$2.25



VALVE BELLOWS

Small Valve Bellows, 8 inch. Price.....$2.00
Large Valve Bellows, 10 inch. Price..... 2.75

PRINTERS' MITER BOXES



LAMINATED MITER BOX

No. 5891—Miter Box, 2¼ inches wide, 10 inches long. Price...$0.65
No. 5893—Miter Box, 3 inches wide, 16 inches long. Price.... .80

BACKSAW



Price.....$3.00

ROBINSON IMPROVED MALLET

The hammer head of this mallet is ovoid, or egg-shaped. A blow struck upon the planer is always a square blow, which is a most important consideration when taking a proof. There are no sharp corners to wear away, and no danger of its slipping off the planer and marring the type faces.

PRICE AND DIMENSIONS OF ROBINSON IMPROVED MALLET

No. 5822 Hickory, ball 3½x3¼ inches, full length 8 inches $1.35



THE ROBINSON IMPROVED MALLET

ALL-RAWHIDE MALLETS

All-Rawhide Mallets have heads that are made throughout of rolled rawhide, specially treated, and formed into shape by hydraulic pressure.

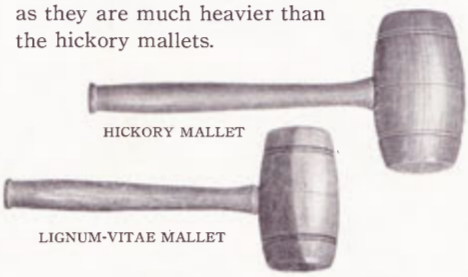


ALL-RAWHIDE MALLET

All-Rawhide Mallet No. 4—2x3½ inches, weight 10 oz. $1.25
All-Rawhide Mallet No. 10—2x3½ inches, weight 20 oz. (loaded) 1.50
All-Rawhide Mallet No. 5—2¾x4¼ inches, weight 22 oz. 2.75

WOODEN MALLETS

All Wooden Mallets are made of thoroughly seasoned and selected stock. The handles are screwed in and mallets are oil finished. The lignum-vitae mallets are especially recommended as they are much heavier than the hickory mallets.



HICKORY MALLET

LIGNUM-VITAE MALLET

PRICES OF WOODEN MALLETS

No. 5805 Hickory, small, size 2½x4½ inches $0.75
No. 5807 Hickory, medium, size 3x5 inches 1.00
No. 5809 Hickory, large, size 3½x6 inches 1.15
No. 5815 Lignum-vitae, size 2¼x3½ inches 1.00
No. 5817 Lignum-vitae, size 3x5 inches 1.25

SHOOTING STICKS



7 inch Iron, nickeled, each $0.75
Hickory, each..... .20

MILLER COMPOSITION MALLETS



MILLER COMPOSITION MALLET

The Miller Composition Mallets are of laminated construction and molded in one piece. Handles are second-growth hickory, of special design, and will not work loose and come off.

No. 8—2x3½ in., weight 8 oz., handle 11 in.....$1.00
No. 16—2½x4½ in., weight 16 oz., handle 12 in.... 1.30
No. 24—2⅞x5⅛ in., weight 24 oz., handle 14 in.... 1.70

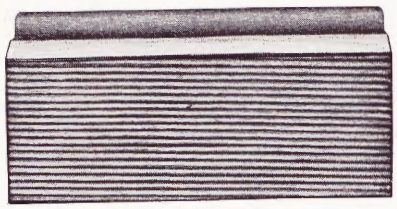
PLANERS FOR PROOFS, TYPE AND SLUGS

Planers are made of the best selected rock maple. The face of the proof planer is covered with a durable quality of felt. The face of the slug planer is covered with corrugated rubber.



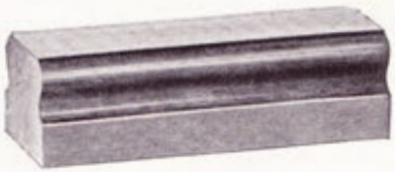
PROOF PLANER

No. 5835—Proof Planer, size 3½x8 inches. Price.. $1.10
No. 5837—Proof Planer, size 3½x8 inches, with leather top. Price..... 1.25



SLUG PLANER

No. 5847—Slug Planer, size 3¼x6 inches. Price....$0.75



MAPLE PLANER

No. 5839—Maple Planer, small, size 3¼x6 inches. Price..... $0.45
No. 5841—Maple Planer, large, size 3¼x8 inches. Price..... .50
No. 5843—Maple Planer, leather top, 3¼x8 inches. Price..... .65

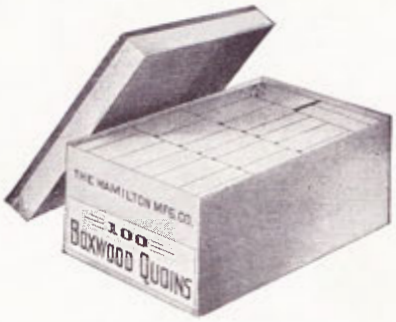
LEADER BOX



HAMILTON LEADER BOX

No. 3185—Hamilton Leader Box, size 5x8x1¾ in....$0.40

WOOD QUOINS



WOOD QUOINS IN BOX

Wood Quoins are made of hardwood (not boxwood) in lengths of 1⅝ inches in assorted widths. They are sold in boxes, bags and barrels, as follows:

No. 5869—Hardwood Quoins in box of 100. Weight, 1¾ lbs.

No. 5873—Hardwood Quoins in bag of 500. Weight, 9 lbs.

No. 5877—Hardwood Quoins in bag of 1000. Weight, 18 lbs.

No. 5881—Hardwood Quoins in barrel of 7500. Weight of full barrel, 135 lbs.; per 1000, 18 lbs.

Boxwood Quoins are not kept in stock, but will be furnished to order.

WOOD FURNITURE AND REGLET CUT TO LENGTH



REGLET IN BUNDLE

Wood Furniture and Reglet are regularly supplied in bundles of 100 pieces of the following lengths and widths:

Lengths: 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100, 105, 110, 115, 120, 125, 140 and 160.

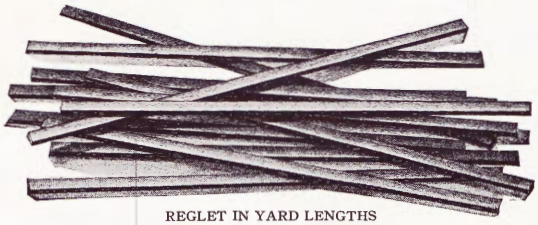
Widths: 6, 8, 10, 12 and 18 point, and 2, 3, 4, 5, 6, 8 and 10 picas.

Fifty pieces of one size is the minimum quantity sold. The price for 50 pieces of one size is advanced 25 per cent on rate for 100 pieces.

Odd lengths are cut to order at the prices of the next longer length.

WOOD FURNITURE AND WOOD REGLET

Wood Furniture and Wood Reglet are kept in stock in yard lengths of the bodies listed in table below. They are made from thoroughly kiln-dried stock on machines especially designed for the purpose, insuring accuracy. Other bodies and lengths are made to order.



REGLET IN YARD LENGTHS

BODIES AND WEIGHTS OF REGLET AND FURNITURE IN STRIPS

Widths	Weight 100 Yards Lbs.	Widths	Weight 100 Yards Lbs.
6 point	10	4 line	40
12 point	12	5 line	50
18 point	15	6 line	60
2 line	20	8 line	80
3 line	30	10 line	100

LABOR-SAVING WOOD FURNITURE AND REGLET

The following cabinets and fonts to fill them are sold together or separately. They are fully illustrated and described in Printing Equipments section on pages 1094 to 1096.

	Pieces in Font
REGLET CABINETS WITH CONTENTS	
No. 3690—Reglet Cabinet with contents	2244
No. 3695—Reglet Cabinet with contents	2244
No. 3729-C—Reglet Cabinet with contents	2100
REGLET IN FONTS TO FILL ABOVE CABINETS	
No. 3734—Labor-Saving Reglet to fill Cabinet No. 3690, 10 to 60 picas, as assorted	2244
No. 3736—Labor-Saving Reglet to fill Cabinet No. 3695, 61 to 160 picas, as assorted	2244
No. 3729-D—Labor-Saving Reglet to fill Cabinet No. 3729-E, 10 to 51 picas, as assorted	2100
WOOD FURNITURE CABINETS WITH CONTENTS	
No. 3700—Wood Furniture Cabinet with contents	432
No. 3705—Wood Furniture Cabinet with contents	432
No. 3710—Wood Furniture Cabinet with contents	972
No. 3715—Wood Furniture Cabinet with contents	972
No. 3720—Wood Furniture Cabinet with contents	1332
No. 3725—Wood Furniture Cabinet with contents	1332
No. 3728—Wood Furniture Cabinet with contents	280
No. 3728-C—Wood Furniture Cabinet with contents	560
No. 3728-J—Wood Furniture Cabinet with contents	765
No. 3728-M—Wood Furniture Cabinet with contents	1530
WOOD FURNITURE TO FILL ABOVE CABINETS	
No. 3740—Labor-Saving Wood Furniture to fill Cabinet No. 3700, 10 to 60 picas, as assorted	432
No. 3742—Labor-Saving Wood Furniture to fill Cabinet No. 3705, 70 to 160 picas, as assorted	432
No. 3748—Labor-Saving Wood Furniture to fill Cabinet No. 3710, 10 to 60 picas, as assorted	972
No. 3750—Labor-Saving Wood Furniture to fill Cabinet No. 3715, 70 to 160 picas, as assorted	972
No. 3758—Labor-Saving Wood Furniture to fill Cabinet No. 3720, 10 to 60 picas, as assorted	1332
No. 3760—Labor-Saving Wood Furniture to fill Cabinet No. 3725, 70 to 160 picas, as assorted	1332
No. 3728-A—Labor-Saving Wood Furniture to fill Cabinet No. 3728, 10 to 60 picas, as assorted	280
No. 3728-D—Labor-Saving Wood Furniture to fill Cabinet No. 3728-C, 10 to 60 picas, as assorted	560
No. 3728-K—Labor-Saving Wood Furniture to fill Cabinet No. 3728-J, 10 to 160 picas, as assorted	765
No. 3728-N—Labor-Saving Wood Furniture to fill Cabinet No. 3728-M, 10 to 160 picas, as assorted	1530

IRON AND WOOD SIDE AND FOOT STICKS

Iron Side Sticks are made, unless otherwise ordered, ¼ inch longer than the standard length of form, and Foot Sticks are made ¼ inch shorter than standard width of form. If larger than 6 point column rules are used, or columns wider than 13 picas, allowance will have to be made.



IRON SIDE AND FOOT STICK

SIZES OF WOOD SIDE STICKS

	Length	Thick End	Thin End
No. 5923—Extra Thin	1 yd.	½ in.	3/32 in.
No. 5925—Thin	1 yd.	¾ in.	⅛ in.
No. 5927—Medium	1 yd.	1 in.	7/32 in.
No. 5929—Thick	1 yd.	1½ in.	¼ in.

SIZES OF IRON SIDE AND FOOT STICKS

Straight or Beveled. Priced per Inch, any Length

Regular Sizes of Side and Foot Sticks	Length Side Stick	Length Foot Stick	Total Length 2 of Each	Total Length 4 of Each
4 col. folio or quarto	14¼ in.	8¾ in.	46 in.	92 in.
5 col. folio or quarto	18¼ in.	11 in.	58½ in.	117 in.
6 col. folio or quarto	20¼ in.	13¼ in.	67 in.	134 in.
7 col. folio or quarto	22¼ in.	15½ in.	75½ in.	151 in.
8 col. folio or quarto	24¼ in.	17¾ in.	84 in.	168 in.
9 col. folio or quarto	26¼ in.	20 in.	92½ in.	185 in.

MAPLE CUTTING STICKS FOR PAPER CUTTERS

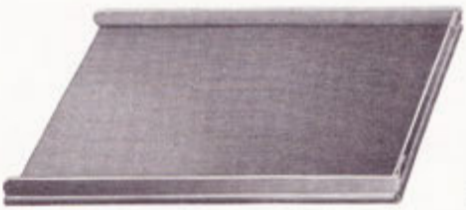
These are furnished for all makes of paper cutters. They are made of seasoned maple. Maximum length is 85 inches. In ordering, the exact measurements of square and of length must be given or a sample sent. To state the name and size of a paper cutter is not a sufficient description.

PRESSED STEEL GALLEYS

Pressed Steel Galleys are made of cold-rolled steel, polished or galvanized, formed with special machinery to reduce labor cost to the minimum, with electrically welded corners. Rigidity is ensured by the beaded formation under each of the rims.

Pressed Steel Galleys are furnished, to order, with consecutive numbers, either stamped on the back rim of galleys or by number plates attached to back wall of galleys. Galvanized steel galleys are numbered by means of attached plates only. Numbering is extra.

The outside measurements are 3/8 in. wider than the inside, narrow-wise.



CHALLENGE PRESSED STEEL GALLEY



HAMILTON PRESSED STEEL GALLEY

CHALLENGE PRESSED STEEL GALLEYS

NEWS AND BOOK SIZES

Sizes, inside	Description
13 picas+1 pt.x23¼ in.	For 13 pica column
2¾x23¼ in.	News single column
3½x23¼ in.	Single column
3½x11¼ in.	Half-length single column
26½ picas+2 pts.x23¼ in.	For 26½ pica column
6¼x23¼ in.	Double column
6¼x11¼ in.	Half-length double column
8½x23¼ in.	Triple column
10½x23¼ in.	Four column

JOB SIZES

6x10 in. 8¾x13 in. 10x16 in. 12x18 in.

MAILING SIZES, CLOSED ENDS

13 picas+1 pt.x22⅝ in.	26½ picas+2 pts.x22⅝ in.
2¾x22⅝ in.	6¼x22⅝ in.
3½x22⅝ in. 12x18 in.	8½x22⅝ in.

HAMILTON PRESSED STEEL GALLEYS

NEWS AND BOOK SIZES

Sizes, inside	Description
13 picas+1 pt.x23½ in.	For 13 pica column
2¾x23½ in.	News single column
3½x23½ in.	Single column
3½x11¾ in.	Half-length single column
26½ picas+2 pts.x23½ in.	For 26½ pica column
6¼x23½ in.	Double column
6¼x11¾ in.	Half-length double column
8½x23½ in.	Triple column
10½x23½ in.	Four column

JOB SIZES

6x10 in. 8¾x13 in. 10x16 in. 12x18 in.

MAILING SIZES, CLOSED ENDS

13 picas+1 pt.x23½ in.	26½ picas+2 pts.x23½ in.
2¾x23½ in.	6¼x23½ in.
3½x23½ in. 12x18 in.	8½x23½ in.

RIGID RIM STEEL GALLEYS

A superior style of steel galley, with wide rims, spot-welded to bottoms. Numbering is extra.

NEWS AND BOOK SIZES

*Sizes, inside	Description
2¾x23½ in.	News single column
3½x23½ in.	Single column
3½x11¼ in.	Half-length single column
26½ picas+2 pts.x23½ in.	News double column
6¼x23½ in.	Double column
6¼x11¼ in.	Half-length double column
8½x23½ in.	Triple column
10½x23½ in.	Four column
12¾x23½ in.	Five column
15 x23½ in.	Six column
17¼x23½ in.	Seven column
19½x23½ in.	Eight column

JOB SIZES

6x10 in.	†8¼x12¾ in.	10x16 in.	†11½x17¾ in.
	†9½x15¾ in.		12x18 in.



RIGID RIM STEEL GALLEY

MAILING SIZES, CLOSED ENDS

*Sizes, inside	Description
2¾x23⅛ in.	News single column
3½x23⅛ in.	Single column
26½ picas+2 pts. x23⅛ in.	News double column
6¼x23⅛ in.	Double column
8½x23⅛ in.	Triple column

*Outside dimensions are ¾ in. wider and ⅜ in. longer than inside dimensions.

†These three sizes will fit in galley cabinets made to take 8¾x13, 10x16 and 12x18 in. pressed steel galleys.

PATENT CORNER ALL-BRASS GALLEYS



PATENT CORNER ALL-BRASS JOB GALLEY



TRIPLE COLUMN PATENT CORNER ALL-BRASS GALLEY



PATENT CORNER ALL-BRASS MAILING GALLEY, 7½x23½ IN.

All-Brass Galleys of various styles of construction have been put on the market and withdrawn since this standard style was first designed. The Patent Corner All-Brass Galleys have survived, with increasing popularity because they are the best. The job sizes and the four column and five column galleys are graduated by pica ems at head and on one side, as shown in illustration at left.

The outside measurements are ½ inch wider than the inside, narrow-wise, and on mailing galleys both ways.

INSIDE MEASUREMENTS OF PATENT CORNER ALL-BRASS GALLEYS

Inches, Inside	Style of Galley	Inches, Inside	Style of Galley	Inches, Inside	Style of Galley
3¾x23¾	Single Column	15x23¾	Six Column	10x16	Job Size
5x23¾	Medium Column	17¼x23¾	Seven Column	12x18	Job Size
6¼x23¾	Double Column	19½x23¾	Eight Column	15x22	Job Size
8¼x23¾	Triple Column	6x10	Job Size	18x25	Job Size
10½x23¾	Four Column	8¾x13	Job Size	6¼x23½	Mailing
12¾x23¾	Five Column	9x14	Job Size	7½x23½	Mailing

AVERY ALL-BRASS MAKE-UP GALLEYS

Made in eight sizes: 8¾x13, 9x14, 10x16, 10½x23¾, 12x18, 12¾x23¾, 15x23¾, and 17¼x23¾ inches inside.



AVERY ALL-BRASS MAKE-UP GALLEY

This is a regular Patent Corner All-Brass Galley with pica graduations. The make-up gauge is an eccentric steel rod in a square brass tube. It is easily entered into holes in side walls to give the desired length of page, and is as easily released. When set for make-up the gauge is held in a position about one pica longer than the required length of page, at which time the gauge lever is in the position indicated by dotted lines shown in illustration. Reversing the lever brings page to required length under strong pressure.

GALLEY LOCKS



CHALLENGE NON-REMOVABLE GALLEY LOCK

STYLE 1—To work reliably with Challenge pressed steel galleys only. Made for following widths of galleys: 13 picas + 1 pt., 3½ in., 26½ picas + 2 pts., and 6¼ in. Special widths to order.

STYLE 2—To work with Hamilton (new style) pressed steel galleys only; same widths as in Style 1.



CHALLENGE REMOVABLE GALLEY LOCK

STYLE 3—To work reliably with Challenge pressed steel galleys only. Made in widths of 2 in. (for 13 pica galleys), 3⅝16 in. (for 3½ in. galleys) and 6⅛ in. (for 6¼ in. or wider galleys). Special widths to order.

STYLE 4—To work with Hamilton (new style) pressed steel galleys only; same widths as in Style 3.



JONES DROP-IN GALLEY LOCK

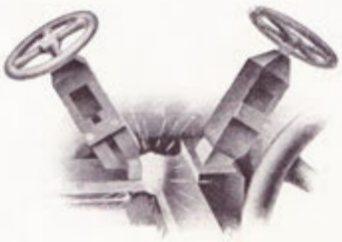
Made to work effectively on any width of patent corner brass or rigid rim steel galleys. Each lock has an expansion of one pica. The lock is expanded and locked by depressing or raising the lever.

The expansion piece is of steel in brass case.

Standard widths are 12, 13 and 26½ picas, and 3½, 6¼, 8¾, 10 and 12 in. Special widths to order.

SUPERIOR ELECTRIC WELDED STEEL CHASES

Through Electric Welding the Four Bars Become One Solid, Perfect Piece of Steel



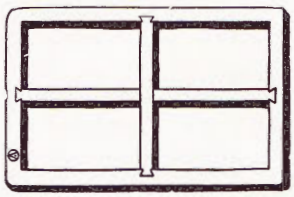
A chase is only as strong as its corners; no other corner is as strong as the solid one-piece electric welded kind. Brazed or riveted corners or other two-piece corners, regardless of process of making, are bound to be weaker than the solid steel.

In electric welding precisely the right heat may be applied to obtain that degree of fusibility necessary to cause the molecules of steel to intermingle just exactly as they would were the metal melted and cast in a mold—that's why through electric welding the four bars of the chase become one solid, perfect piece of steel.

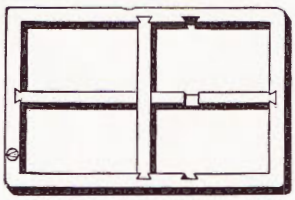
In ordinary welding the heat of the forge or furnace is applied to the exterior and works inward, which naturally causes the surface to become much hotter than the interior, and, although apparently a good weld is effected on the outside, the center is often defective.

Electric welding is exactly the opposite; heat is first generated at the center of the bars and works outward, and with the visible exterior thoroughly welded, there can be absolutely no doubt that the interior is perfectly welded.

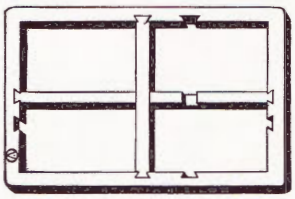
DIAGRAM AND SIZES OF SUPERIOR ELECTRIC WELDED STEEL BOOK CHASES



BOOK CHASE, SOLID CROSSBAR



BOOK CHASE, ONE BAR SHIFTING



BOOK CHASE, BOTH BARS SHIFTING

No.	Outside Measurement Inches	Measurement Length and Breadth Inches	Width of Side Bars Inches	Width of End Bars Inches
1	17x21	38	1	1
2	20x25	45	1 1/16	1 1/16
3	21x27	48	1 1/16	1 1/16
4	22x27	49	1 1/16	1 1/16
5	22x28	50	1 1/16	1 1/16
6	23x29	52	1 1/16	1 1/16
7	24x30	54	1 1/16	1 1/16
8	25x30	55	1 1/16	1 1/16
9	26x32	58	1 1/16	1 1/16
10	26x34	60	1 1/16	1 1/16
11	25x35	60	1 1/16	1 1/16
12	26x36	62	1 3/16	1 3/16
13	27x39	66	1 3/16	1 3/16
14	29x41	70	1 3/16	1 3/16
15	29x42	71	1 3/16	1 3/16
16	30x42	72	1 3/16	1 3/16
17	32x44	76	1 3/16	1 3/16
18	32x46	78	1 3/16	1 3/16
19	32x47	79	1 3/16	1 3/16
20	33½x46	79½	1 3/16	1 3/16
21	33½x48	81½	1 5/16	1 5/16
22	34x48	82	1 5/16	1 5/16
23	35x50	85	1 5/16	1 5/16
24	36x52	88	1 5/16	1 5/16
25	38x51	89	1 5/16	1 5/16
26	37½x52	89½	1 5/16	1 5/16
27	39x53	92	1 5/16	1 5/16
28	41x55	96	1 5/16	1 5/16
29	43x56	99	1 5/16	1 5/16
30	40x60	100	1 5/16	1 5/16
31	43x60	103	1 7/16	1 7/16
32	43x63	106	1 7/16	1 7/16
33	45x62	107	1 7/16	1 7/16
34	45x65	110	1 7/16	1 7/16
35	47x66	113	1 7/16	1 7/16

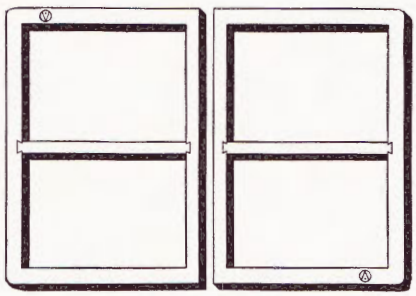
Long crossbars are 4 picas wide.
Short crossbars are 6 picas wide.
Thickness of bars, ⅝ inch.

Take Notice.—When special sizes of Superior Electric Welded Steel Chases are wanted it will be necessary to give accurate information regarding outside and inside dimensions, width of stock for side and end bars and width of stock for back bars, and also the size of the press bed. To facilitate ordering special size chases, a printed blank showing detailed diagrams of newspaper, book and poster chases will be sent upon request to anyone interested. Special size chases are made to order and cannot be returned. Write for information and quotations.

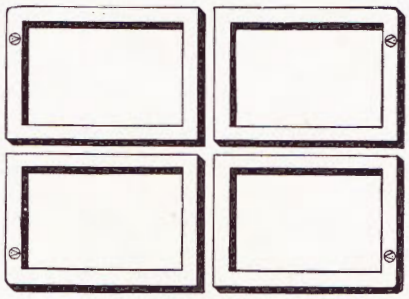
SUPERIOR ELECTRIC WELDED STEEL CHASES

Through Electric Welding the Four Bars Become One Solid, Perfect Piece of Steel

DIAGRAMS OF SUPERIOR ELECTRIC WELDED QUARTO AND QUADRUPLE CHASES



QUARTO CHASES



QUADRUPLE CHASES

SIZES OF QUARTO CHASES

No.	Col. Quarto	Size of Pair Over All, Inches	Size of Each Chase Outside, Inches	Measurement Length and Breadth Over All, Inches	Width of Side Bars Inches	Width of End Bars Inches	Width of Back Bars Inches
1	*4	35⅞x24¼	17 15/16x24¼	60⅛	1 1/16	1 1/16	13/16
2	4	36 x24½	18 x24½	60½	1 1/16	1 1/16	13/16
3	*5	43 x28½	21½ x28½	71½	1⅛	1⅛	13/16
4	5	44⅛x29½	22 1/16 x29½	73⅝	1⅛	1⅛	13/16
5	*6	46 x32½	23 x32½	78½	1¼	1¼	13/16
6	*6	47 x32½	23½ x32½	79½	1¼	1¼	13/16
7	6	47⅝x34	23 13/16x34	81⅝	1¼	1¼	13/16
8	*7	51 x37½	25½ x37½	88½	1 5/16	1 5/16	15/16
9	7	52⅛x39	26 1/16 x39	91⅛	1 5/16	1 5/16	15/16
10	*8	56⅛x43½	28 1/16 x43½	99⅝	1 5/16	1 5/16	15/16

*These sizes carried in stock, and will be furnished unless otherwise specified.

Thickness of side bars, ⅝ inch; thickness of end bars, ⅝ inch; thickness of back bars, ⅝ inch; width of crossbars, 6 picas; thickness of crossbars, ⅝ inch.

SIZES OF QUADRUPLE CHASES

No.	Col. Quarto	Size of Set Over All Inches	Size of Each Chase Outside Inches	Measurement Length and Breadth Over All, Inches	Width of Side Bars Inches	Width of Inside End Bars Inches	Width of Outside End Bars Inches	Width of Back Bars Inches
1	*5	28 x42½	14 x21¼	70½	1 1/16	13/16	1 1/16	13/16
2	*6	32½x47	16¼x23½	79½	1 1/16	13/16	1 1/16	13/16
2½	‡6	33¼x46¼	16⅝x23⅛	79½	1⅛	13/16	1⅛	13/16
3	*7	38 x50½	19 x25¼	88½	1⅛	13/16	1⅛	13/16

*These sizes carried in stock, and will be furnished unless otherwise specified.

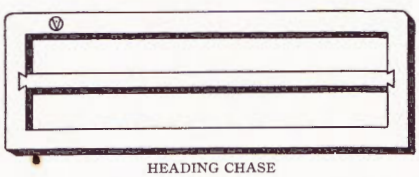
‡Special for Reliance Press.

Thickness of side bars, ⅝ inch; thickness of inside end bars, ⅝ inch; thickness of outside end bars, ⅝ inch; thickness of back bars, ⅝ inch.

DIAGRAM AND SIZES OF HEADING CHASES

No.	Size of Chase Outside With Bar Inches	Size of Chase Inside Inches	Measurement Length and Breadth Inches	Width of Bars			
				Side Bars		End Bars	
				With Bar Inches	Without Bar Inches	With Bar Inches	Without Bar Inches
1	8 x19	6x17	27	1	1 1/16	1	1 1/16
2	10 x23	8x21	33	1	1 1/16	1	1 1/16
3	10⅛x30⅛	8x28	40¼	1 1/16	1⅛	1 1/16	1⅛

Width of crossbar, 6 picas; thickness of bars, ⅝ inch.



HEADING CHASE

When ordering additional chases to match any Superior Chase in use no measurements need be given—naming serial number which is stamped on the chase assures an exact duplicate.

In other cases where there is any doubt as to the measurements or style wanted, it will be advisable to write for a chase specification blank in which diagrams of all styles are shown, with detailed instructions for furnishing necessary specifications.

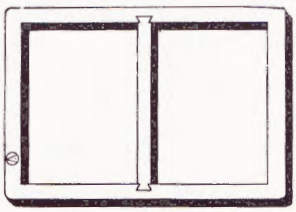
SUPERIOR ELECTRIC WELDED STEEL CHASES

Through Electric Welding the Four Bars Become One Solid, Perfect Piece of Steel

DIAGRAM AND SIZES OF SUPERIOR ELECTRIC WELDED STEEL POSTER CHASES



POSTER CHASE WITHOUT BAR

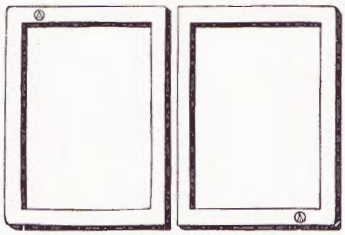


POSTER CHASE WITH BAR

No.	Outside Measurement Inches	Measurement Length and Breadth Inches	Width of Side Bars With Bar Inches	Width of Side Bars Without Bar Inches	Width of End Bars With Bar Inches	Width of End Bars Without Bar Inches
1	17x21	38	1	1 1/16	1	1 1/16
2	20x25	45	1 1/16	1 1/8	1 1/16	1 1/8
3	21x27	48	1 1/16	1 1/8	1 1/16	1 1/8
4	22x28	50	1 1/16	1 1/8	1 1/16	1 1/8
5	24x30	54	1 1/16	1 1/8	1 1/16	1 1/8
6	26x32	58	1 1/16	1 1/8	1 1/16	1 1/8
7	25x35	60	1 1/16	1 1/8	1 1/16	1 1/8
8	27x39	66	1 3/16	1 1/4	1 3/16	1 1/4
9	29x42	71	1 3/16	1 1/4	1 3/16	1 1/4
10	32x46	78	1 3/16	1 1/4	1 3/16	1 1/4
11	32x47	79	1 3/16	1 1/4	1 3/16	1 1/4
12	33½x48	81½	1 5/16	1 3/8	1 5/16	1 3/8
13	34x50	84	1 5/16	1 3/8	1 5/16	1 3/8
14	35x52	87	1 5/16	1 3/8	1 5/16	1 3/8
15	37x54	91	1 5/16	1 3/8	1 5/16	1 3/8
16	39x53	92	1 5/16	1 3/8	1 5/16	1 3/8
17	39x55	94	1 5/16	1 3/8	1 5/16	1 3/8
18	41x55	96	1 5/16	1 3/8	1 5/16	1 3/8
19	43x60	103	1 7/16	1½	1 7/16	1½
20	47x66	113	1 7/16	1½	1 7/16	1½

Width of crossbar, 6 picas. Thickness of bars, 5/8 inch.

DIAGRAM AND SIZES OF SUPERIOR ELECTRIC WELDED STEEL FOLIO CHASES



FOLIO CHASES

Take Notice.—When special sizes of Superior Electric Welded Steel Chases are wanted, it will be necessary to give accurate information regarding outside and inside dimensions, width of stock for side and end bars and width of stock for back bars and also the size of the press bed. To facilitate ordering special size chases, a printed blank showing detailed diagrams of newspaper, book and poster chases will be sent to anyone interested. Special size chases are made to order and cannot be returned.

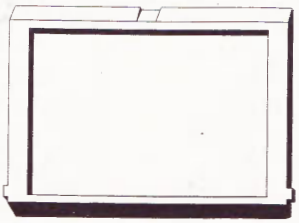
No.	Column Folio	Size of Pair Over All Inches	Size of Each Chase Outside, Inches	Measurement Length and Breadth Over All, Inches	Width of Side Bars Inches	Width of End Bars Inches	Width of Back Bars Inches
1	*5	28 x21¾	14 x21¾	49¾	1 1/16	1 1/16	13/16
2	5	29⅜x22¼	14 11/16x22¼	51⅝	1 1/16	1 1/16	13/16
3	*6	32½x24	16¼ x24	56½	1 1/16	1 1/16	13/16
4	6	33⅞x24	16 15/16x24	57⅞	1⅛	1⅛	13/16
5	*7	38 x25¾	19 x25¾	63¾	1⅛	1⅛	13/16
6	7	38⅞x26	19 7/16 x26	64⅞	1⅛	1⅛	13/16
7	Special	41 x27	20½ x27	68	1⅛	1⅛	13/16
8	*8	42 x28	21 x28	70	1 3/16	1 3/16	13/16
9	8	43⅝x28¼	21 13/16x28¼	71⅞	1¼	1¼	15/16
10	*9	47 x30½	23¾ x30½	77½	1¼	1¼	15/16
11	9	48⅜x30¼	24 3/16 x30¼	78⅝	1¼	1¼	15/16
12	Paper 24x36	40 x26¼	20 x26¼	66¼	1⅛	1⅛	13/16

*These sizes carried in stock at the factory and will be furnished unless otherwise specified.
Thickness of side bars, 5/8 inch. Thickness of end bars, 5/8 inch. Thickness of back bars, 5/8 inch.

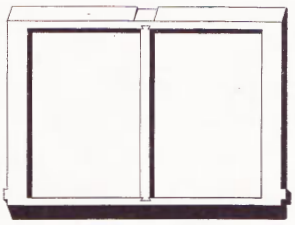
SUPERIOR ELECTRIC WELDED STEEL JOB CHASES

Superior Electric Welded Steel Job Chases are becoming more generally used year by year. They are much stronger and more satisfactory to use than cast iron chases and are made in a number of styles.

These chases are made for all sizes of Chandler & Price Job Presses. Special sizes made to order. Write for information and prices.



PLAIN JOB CHASE
The regulation steel chase generally used



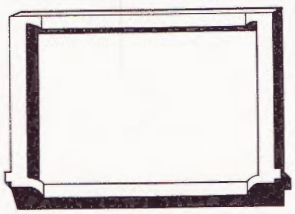
JOB CHASE WITH BAR
For divided forms such as brief work and booklets



BIASED JOB CHASE
Brass rule blanks locked at an angle saves rollers



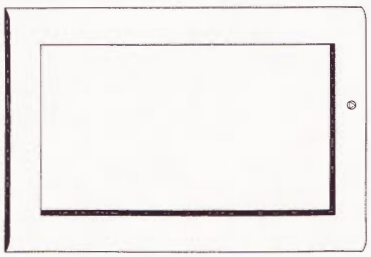
SPIDER JOB CHASE
For locking up small forms; a furniture saver; very rigid



JOB CHASE WITH BEARERS
The bearers are cast on the chase; substantial; saves time

THE SAMSON JOB CHASE

The Samson Job Chase will be found a great convenience for locking up the large register job that does not permit of the use of a bar and in which the spring of a regular chase would prevent a register lock-up. It is the chase that meets the emergency, as it is made of extra wide material and will not yield under the severest strain. All sizes of Samson Chases are made of bars 1½ inches wide at ends and beveled bars 2 inches wide at sides. They have the same outside measurements as regular chases and about 1½ inches less space both ways inside. Samson Chases can be supplied in the following sizes: 10x15, 11x17, 12x18, 13x19, 14x20, 14x22 and 14½x22 inches. Send for additional information and prices.



SAMSON JOB CHASE

SUPERIOR ELECTRIC WELDED STEEL CHASES

Superior Electric Welded Steel Chases may be obtained on short notice for Colt's Armory, Laureate, Hartford, National, Liberty and other platen printing presses, as well as for cutting and creasing presses. Write for information and prices.

CHASES FOR KELLY PRESSES

Superior Electric Welded Steel Chases for the Kelly Automatic Job Press Style B and for Kelly Automatic Press No. 2 are made in the following sizes:

STYLE B CHASES

Standard Steel Poster Chase, KA—outside measure, 17½x22¼ inches; inside measure, 15x20¼ inches.

Steel Skeleton Chase, KE—outside measure, 18⅞x22¼ inches; inside measure 16⅜x20⅞ inches.

NO. 2 CHASES

Steel Poster Chase—outside measure, 27¼x35¼ inches; inside measure, 24¾x32¾ inches; 1¼ inch steel.

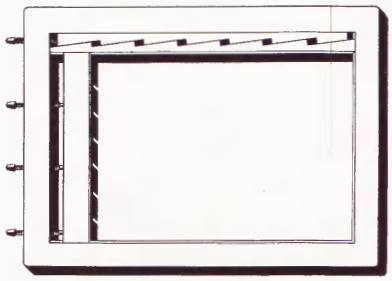
Steel Book Chase—outside measure, 27¼x35¼ inches; inside measure, 25x33 inches; with long bar shifting; 1⅛ inch steel.

Other size chases for Kelly Presses furnished to order

SUPERIOR ELECTRIC WELDED STEEL NEWSPAPER CHASES

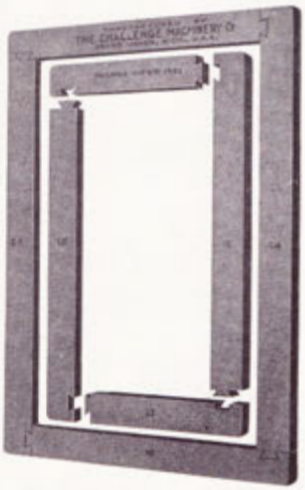
FOR STEREOTYPING NEWSPAPER PAGES

Superior Electric Welded Steel Newspaper Stereotype Chases are made in the most accurate manner, exactly type high, perfectly square and true. The side lock-up screw is attached to the side stick with a collar in such a manner as to enable the operator to lock up and unlock the form with the wrench, moving the side stick backward and forward instantly, thus saving much time and avoiding the use of shooting stick and mallet, and consequent injury to the side stick.



NEWSPAPER STEREOTYPE CHASE

Superior Electric Welded Steel Newspaper Stereotype Chases are made for 6, 7, 8 and 9 columns. A blank column can also be obtained. One wrench is furnished with each set of four of these stereotype chases. Extra wrenches may be obtained at reasonable prices. The Superior Electric Welded Steel Newspaper Stereotype Chases can be furnished with auto-plate lines and bolster at a slight extra expense. Write for information and prices.



MC GREAL COMBINATION CHASE

McGREAL COMBINATION CHASE

MCGREAL COMBINATION CHASE BARS ARE MADE IN THE FOLLOWING LENGTHS:

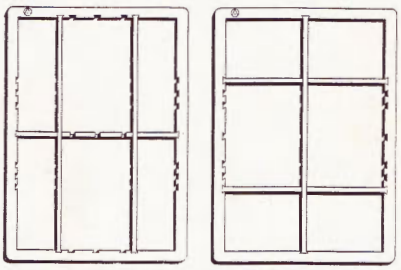
4 inch	18 inch	26 inch	35 inch	42¾ inch	48¾ inch
6 inch	20 inch	28 inch	35¾ inch	43½ inch	49¾ inch
8 inch	22 inch	29¾ inch	37¾ inch	44 inch	51¾ inch
10 inch	23 inch	32 inch	38¾ inch	44¾ inch	52¾ inch
12 inch	24 inch	32¾ inch	39¾ inch	46 inch	58¾ inch
14 inch	25 inch	34¾ inch	42 inch	46¾ inch	61¾ inch
16 inch					62¾ inch

The above are inside measurements. Example: Two 24 inch pieces and two 36 inch pieces make a chase 24x36 inches, inside measurements. Send for circular fully describing McGreal Combination Chases, and ask for quotations.

WILSON AUTOMATICALLY REGISTERING CHASES

FOR BOOK AND MAGAZINE FORMS

The Wilson Automatically Registering Chase is a book, catalogue and magazine chase, and will be found a great time-saver. It is very simple and the wonder is that no one ever thought of it before. It will serve as a poster chase and may be used in the same manner as an ordinary book chase with shifting bars, and when the extra crossbars and dovetail mortises are provided, as is the case with the Wilson Chase, book and magazine forms may be locked up for accurate registering without loss of time in registering on the stone or press.



WILSON AUTOMATICALLY REGISTERING CHASES
Patented May, 1918

The Wilson Automatically Registering Chase is made in a number of sizes and electrically welded. Circular giving complete details of its merits, and prices, will be sent inquirers upon request.

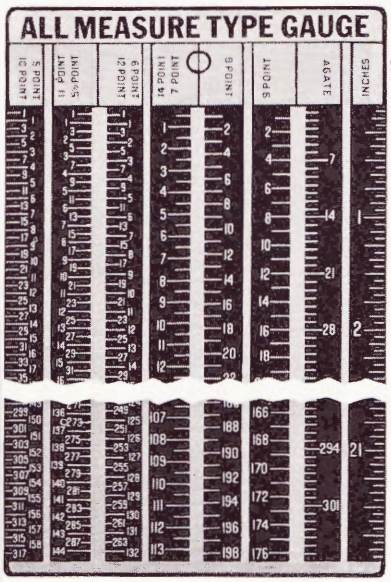
The American Type Founders Company is the largest dealer in printers' chases and will be pleased to quote prices on your requirements whenever you are in the market

THE BEST TYPE MEASURES AND LINE GAUGES

Type Measures are a necessity in the advertising department and the mechanical department of every newspaper and periodical office. Every superintendent, foreman, layout man, advertising manager, business manager, publisher and editor should have one on his desk. We handle a complete line of approved makes, and can supply a size and scale to meet every requirement.

THE ALL-MEASURE TYPE GAUGE

TWO MEASURES IN ONE



ALL-MEASURE TYPE GAUGE

The All-Measure Type Gauges are etched on heavy brass, and are convenient, durable, legible and accurate. They are made in 18 inch and 22 inch sizes, and have eight straight edges. Besides inches, they measure agate, 5, 5½, 6, 7, 8, 9, 10, 11, 12 and 14 point. All measures are on a full-length straight edge. Newspaper offices and advertising managers will find the All-Measure Type Gauges a great convenience.



TURTLE TYPE GAUGE

SUPERIOR LINE GAUGE

MADE IN A VARIETY OF STYLES AND SIZES

The 6 point and 12 point Superior Line Gauges are made of 4 point brass. The 14, 21 and 24 point sizes are made of 6 point brass. They are made in a variety of sizes from 6 inches long to 24 inches long, and are scaled to measure agate, 6 point and 12 point. Send for circular describing the complete line, and ask for prices.



SUPERIOR LINE GAUGE



LINCOLN TYPE MEASURE

THE LINCOLN TYPE MEASURE

The Lincoln Type Measure is a steel tape, 24 inches scale, agate to pica measure, in a German silver case. May be easily carried in the vest pocket. Write for circular and prices.

MAGNIFYING GLASSES

The regular Engravers' Magnifying Glasses are the very best that can be procured for the purpose. The lenses are accurately ground, very powerful and are set in vulcanite.

PRICES OF MAGNIFYING GLASSES

No. 144½ Magnifying Glass, 1 inch focus $1.40
No. 144A Magnifying Glass, two lenses, 1 inch and 2½ inch focus 1.60

REGULAR OVERLAY KNIFE



Regular Overlay Knife, in Leather Case, each $0.60
Handy Overlay Knife, in Case, each ..... .40

VICTOR OVERLAY KNIFE



VICTOR OVERLAY KNIFE
Patented Nov. 14, 1916

A perfectly safe knife to carry in pocket. Steel case closes with a snap spring.

Victor Overlay Knife with One Blade $0.40
Extra Blade, each ..... .25

EYE SHADES



The Ellis Adjustable Eye Shade, with a shield from the side light, is a great improvement over other shades.

Ellis Adjustable Eye Shade, each.....$0.35
Ellis Adjustable Eye Shade, per dozen..... 2.50

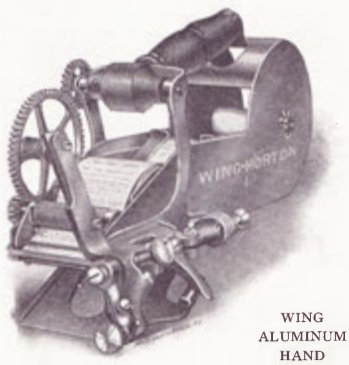
ENGRAVERS' WOOD

Write for prices of Engravers' Boxwood and Engravers' Maple. Made in several grades. The usual size of blocks is 12x12 inches, but they may be had in any size desired. Sold by the square inch.

WING ALUMINUM HAND MAILER

THE LIGHTWEIGHT MACHINE

The Wing Aluminum Hand Mailer is the latest development in this class of machines. It is light in weight and easily handled, and will be found a great improvement over the old machines. It guides and pastes the slip perfectly and removes surplus paste. Papers or wrappers will not stick together. The knives are reversible and the rollers that feed the paper are pressed together by a spring and accommodate different thicknesses of proof paper. Average weight of machine is two pounds.



WING ALUMINUM HAND MAILER

PRICES AND DIMENSIONS OF WING ALUMINUM HAND MAILER

No. 1, size 1⅞ in.....$25.00	No. 4, size 3 in.....$40.00
No. 2, size 2¼ in..... 30.00	No. 5, size 3½ in..... 45.00
No. 3, size 2⅝ in..... 35.00	No. 6, size 3⅞ in..... 50.00

MUSTANG MAILING MACHINE

MADE IN THREE CONVENIENT SIZES

The Mustang Mailer prints directly on the paper, wrapper or envelope. The platen and frame move automatically after each impression. Prints from 1500 to 2500 per hour, according to the expertness of the operator. Made in three sizes: "Regular" takes a 10 em galley only and spaces 27 points; Style A, designed for use where three or four lines are required, takes galley 10 ems wide and spaces 40 points; Style B, largest size, takes galley 13 ems wide inside and spaces 48 points. Mail list made up on galleys. The Mustang Mailer weighs about fifteen pounds and the galleys about one pound each.

PRICES AND SIZES OF MUSTANG MAILING MACHINES

Mustang Mailer, "Regular," 10 em galleys $15.00
Mustang Mailer, Style A, 10 em galleys 16.50
Mustang Mailer, Style B, 13 em galleys 18.00

Write for quotations on Mustang Galleys

RED-LINE TAPE IN ROLLS

MANUFACTURED EXPRESSLY FOR THE AMERICAN TYPE FOUNDERS COMPANY

Red-line is a superior quality of tape for use in the pressroom and bindery. A cheap tape is dear at any price, for there is nothing more annoying than the breaking of a tape on the press or on any other machine. This invariably happens when one is in a hurry. We have tested many makes of tapes and have concluded that the quality offered is the best. Red-Line Tape has been subjected to rigid tests to meet strain and wear for pressroom and bindery use. These tapes range from ⅜ inch to 2 inches in width, and are made in rolls 36 yards in length.



RED-LINE TAPE IN ROLLS

PRICES OF RED-LINE TAPE IN ROLLS OF 36 YARDS

	5 Rolls or less Per Roll	6 to 11 Rolls Per Roll	12 Rolls and over Per Roll
⅜ inch	$0.95	$0.85	$0.75
½ inch	1.20	1.10	1.00
⅝ inch	1.40	1.25	1.15
¾ inch	1.70	1.50	1.35
⅞ inch	2.00	1.80	1.60
1 inch	2.25	2.10	1.90
1⅛ inch	2.55	2.30	2.05
1¼ inch	2.80	2.50	2.25
1½ inch	3.40	3.15	2.90
2 inch	4.50	4.05	3.65

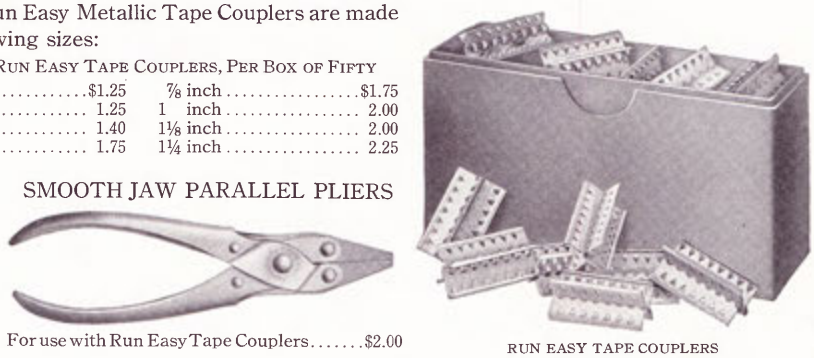
RUN EASY TAPE COUPLERS

Patented Nov. 20, 1917

Run Easy Tape Coupler is a positive mechanical device for securely connecting the ends of tape to prevent wear on the jointed parts, and is the most efficient and dependable device for this purpose. Can be put on in a few seconds by means of the Smooth Jaw Parallel Pliers made for this purpose. Run Easy Metallic Tape Couplers are made in the following sizes:

PRICES OF RUN EASY TAPE COUPLERS, PER BOX OF FIFTY

⅜ inch	$1.25	⅞ inch	$1.75
½ inch	1.25	1 inch	2.00
⅝ inch	1.40	1⅛ inch	2.00
¾ inch	1.75	1¼ inch	2.25



RUN EASY TAPE COUPLERS

SMOOTH JAW PARALLEL PLIERS

For use with Run Easy Tape Couplers.....$2.00



ROUSE TYMPAN PAPER HOLDER

ROUSE TYMPAN PAPER HOLDER

A LABOR SAVER FOR THE PRESSROOM

The Rouse Tympan Paper Holder will earn its cost in tympan paper economy, in floor space economy and, most of all, in labor saving in a very short time. It is very easily loaded, requires but little room and can be kept in any convenient place. The material and workmanship is of the Rouse standard. Rouse Tympan Paper Holder is made in the following sizes:

Number	Maximum Diameter Roll	Width of Roll	Number	Maximum Diameter Roll	Width of Roll
15-22	15 inches	22 inches	15-66	15 inches	62 to 66 inches
15-35	15 inches	35 inches	20-40	20 inches	36 to 40 inches
15-40	15 inches	36 to 40 inches	20-48	20 inches	44 to 48 inches
15-48	15 inches	44 to 48 inches	20-54	20 inches	50 to 54 inches
15-54	15 inches	50 to 54 inches	20-66	20 inches	62 to 66 inches

Order by number. Smaller sizes to order

BOSTON WIRE STITCHING MACHINES

MADE IN A VARIETY OF STYLES AND SIZES

For more than twenty years Boston Wire Stitchers have served the printers and binders of this country and abroad in a most satisfactory manner. They are always dependable, and possess every feature for high speed and superior quality of work.

Unapproachable for simplicity and easy handling, all adjustments made by one operation, working parts of hardened steel and made to close limits, they are indeed worthy of consideration when purchasing this class of machinery. The Boston line is very large, including single head and multiple head stitchers, as well as machines for many special manufacturing purposes. These pages briefly describe this best of all line of wire stitchers.

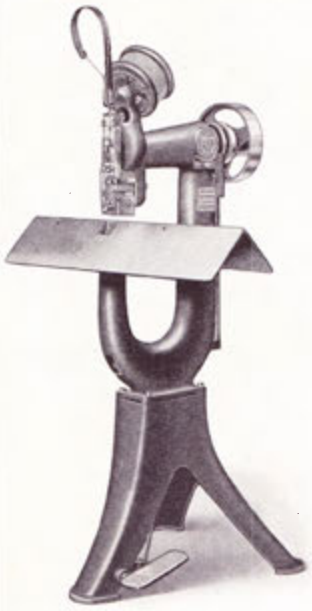


SHOWING ELECTRIC EQUIPMENT FOR NOS. 1 AND 2 BOSTON WIRE STITCHERS

BOSTON WIRE STITCHER No. 1

A HIGH SPEED MACHINE

A high speed, light running wire stitcher suitable for all kinds of thin work. Capacity, ⅛ inch, flat or saddle. The feed is vertical, a design which permits of exceptionally high speed. Other features are wire straightener, friction clutch, four surface cutters and double clinchers. The adjustment is entirely automatic with one length of staple for all thicknesses. No wire stitcher on the market approaches No. 1 for speed, nor can any team of operators handle work up to its full capacity, which exceeds 250 stitches a minute. Regular width of staple, ½ inch; ⅜ inch furnished to order without increase in price.



NOS. 1 AND 2 BOSTON WIRE STITCHERS FOR OVERHEAD BELT DRIVE

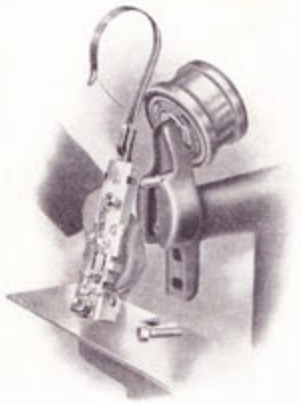
All working parts are visible to operator. Pulley is 8 inches in diameter; wire used, No. 30 to No. 25 round; floor space, 23x26 inches; shipping weight, 150 pounds.

BOSTON WIRE STITCHER No. 2

CAPACITY FROM TWO SHEETS TO ONE-QUARTER INCH

A dependable speedy stitcher for pamphlet work. Capacity two sheets to ¼ inch, combined flat and saddle table, vertical feed, friction clutch, four surface cutters and double clinchers. Operates perfectly at 250 stitches a minute, using wire from No. 30 to No. 25 round without any changing of parts. For maximum speed on pamphlet work the No. 27 round wire is recommended. Special heads may be obtained for No. 21 round wire.

All working parts are exposed to the operator, and the stitcher is *singly adjusted.* The head is self contained and removable. The pulley measures 8 inches in diameter. Floor space, 23x26 inches; shipping weight, 200 pounds. The No. 2 is guaranteed to turn out a greater volume of work than any other adjustable wire stitcher.



SHOWS HOW HEAD OF NO. 2 BOSTON MAY BE REMOVED

Send for descriptive pamphlet and prices on Boston Wire Stitching Machines

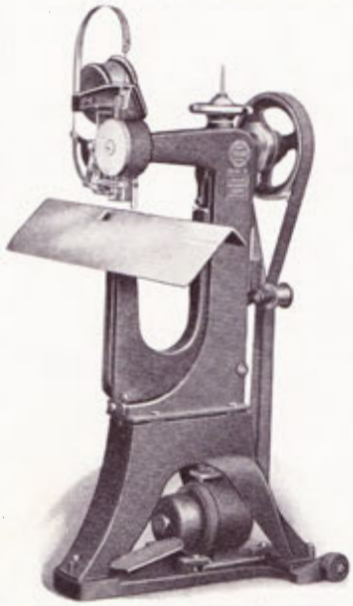
BOSTON WIRE STITCHER Nº 3

COMBINED FLAT AND SADDLE STITCHING

A favorite for all-round work. Simple in construction, all working parts *singly adjusted*, and meeting the most exacting requirements of the printer and binder. About three thousand of this size machine are in satisfactory use all over the world. Capacity is two sheets to ½ inch, combined flat and saddle table; takes wire from No. 30 to No. 25 round and 21x25 flat for heavy work. The regular width of stitch is ½ inch; special heads furnished for ¾ inch width for coated paper pamphlet work. Parts for ⅜ inch width also supplied to order. Diameter of pulley, 10 inches; speed, between 140 and 160 stitches a minute. No. 3 and No. 4 are the original Boston Models, and on them the enviable reputation of the Boston Stitchers rests. They have been on the market for more than twenty years, are always satisfactory, are easily understood by the operator, and are recommended for all work within their capacity. Floor space, 26x26 inches; shipping weight, 300 pounds.



SHOWING ELECTRICAL EQUIPMENT FOR NOS. 3, 4 AND 7 BOSTON WIRE STITCHERS



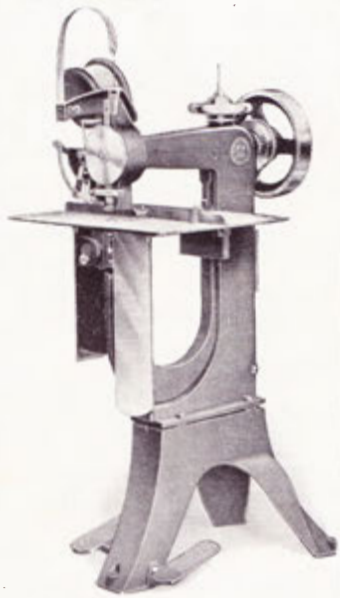
NO. 3 BOSTON WIRE STITCHER WITH MOTOR EQUIPMENT, AN EXTRA. SOLD ALSO FOR OVERHEAD BELT DRIVE

BOSTON WIRE STITCHER Nº 4

FOR BOTH WIDE AND NARROW MARGINS

No. 4 Boston Wire Stitcher differs from the No. 3 in frame, space back of stitching point, weight and table equipment. The saddle and flat tables divide at the center and are suitable for every kind of printing office or bindery work. The flat table is the most efficient ever placed on a wire stitcher, permits gauging back 10 inches, and is specially adapted to calendar and wide margin stitching. The regular width of stitch is ½ inch; special heads furnished for ¾ inch width for coated paper pamphlet work. Parts for ⅜ inch width also supplied to order. The No. 4 is *singly adjusted*, and stitches from two sheets to ½ inch. Wire used, No. 30 to No. 25 round and 21x25 flat. Diameter of pulley, 10 inches; speed, 140 to 160 stitches per minute. As in all Boston Stitchers, working parts are strictly interchangeable and made of selected hardened steel. Floor space, 28x26 inches; shipping weight, 350 pounds.

The No. 3 and No. 4 Boston Wire Stitchers, illustrated on this page, are used throughout the world. The quality of stitching is unequaled and with the fine wire used, does not mar the attractiveness of a good piece of printing. Clinching is flat and even, and the stitchers have every convenience for quick changes.

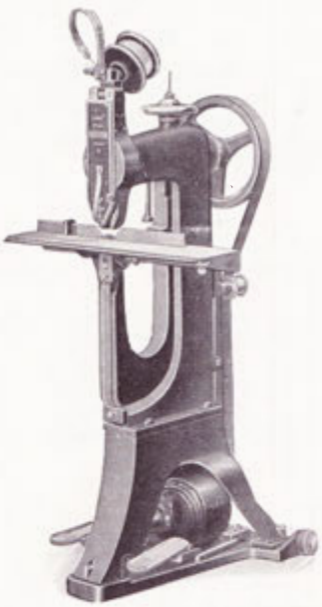


NO. 4 BOSTON WIRE STITCHER FOR OVERHEAD BELT DRIVE. SOLD ALSO WITH MOTOR EQUIPMENT

BOSTON WIRE STITCHER No. 7

A Heavy-Duty Machine

Specially designed for heavy work; very rigid, and guaranteed to operate satisfactorily within its capacity. The No. 7 has vertical feed, *single adjustment* for all working parts, reversible driver, and clinchers for round and flat wire, instantly removable. The table is convertible into flat or saddle by merely pulling a lock-pin. Width of stitch, 9/16 inch.



No. 7 Boston Wire Stitcher with Motor Equipment

Two perfected wire straighteners remove both spool and edge curls from wire, and are easily adjusted for accurate feeding and driving. Cutters are interchangeable, each having *four cutting surfaces,* are self-adjusting, and may be replaced instantly by the operator. Floor space, 26x27 inches.

Wire used, No. 28 to No. 24 round and 21x25 to 20x24 flat, the latter for thick work. The pulley is 12 inches in diameter; speed, 125 stitches per minute; shipping weight, 400 pounds.

BOSTON WIRE STITCHER No. 10

For Box Stitching

For wire stitching small paper boxes the No. 11 frame and No. 2 head are used. Several hundred have been sold. A special solid clincher plate insures proper clinching, though movable clinchers may be had if desired. No. 21 round wire is recommended and supplied as standard equipment. Head for No. 25 to No. 30 round wire furnished to order. This model is for *small box work only.* The continuous feed device, which is attached to side of bonnet when ordered, enables work to be stitched in a continuous movement as on No. 15 Box Stitcher. For set-up boxes, table and continuous feed device are removed to permit box to be fed over 10 inch arm, which is 1½ inches square at clinching end. Staples can be placed ⅛ inch from edge of box. Shipping weight, 175 pounds.

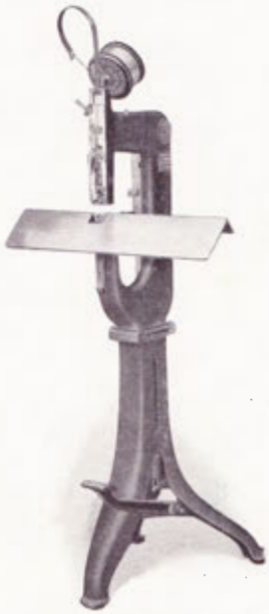
BOSTON WIRE STITCHER No. 5

For Foot Power Only

This foot power model is built for easy operation and long service, and is specially designed to meet the demands of country and job offices where power is not always available or bindery work constant. Capacity two sheets to ½ inch, combined flat and saddle table, and may be operated seated on a stool or standing. Wire used, No. 28 to No. 25 round and 21x25 flat, the latter for medium and thick work. While not as speedy as the power models, the quality of stitching is the same, and the machine will stitch beyond the ability of the operator to handle work. Cutters are interchangeable, each having four cutting surfaces. All working parts are exposed and the stitcher is *singly adjusted* to the thickness of work by using the hand lever.

Heretofore, foot power wire stitchers have been of the makeshift variety, indifferently designed, light and unsatisfactory. They utterly failed to meet the requirements of the printer. In the No. 5 Boston we have corrected this condition and provided a machine that is dependable for durability and stitching qualities. Particular attention has been given to manufacturing, adjustments, easy handling and the quality of material used. The result is a wire stitcher that has met with full approval of users everywhere. Shipping weight, 180 pounds.

Send for descriptive pamphlet and prices on Boston Wire Stitching Machines



No. 5 Foot Power Boston Wire Stitcher

BOSTON WIRE STITCHER No. 11

FOR TEXTILE STITCHING

For attaching printed paper or thin card labels to hosiery, knitted, woven, or any kind of cloth stock. Capacity two sheets to 3/16 inch, with an opening for work 13/16 inch between head and top of clincher plate. Single automatic adjustment to fit the wire stitcher and wire to thickness of work. A special feature is the *pointed staple,* which drives through without injury to the stock or printed matter.

The arm in which the clinchers operate measures 10 inches and is designed to clinch the stitch in any position inside, thus permitting the consumer to inspect goods inside and outside. Staples may be placed entirely through the stock if desired. A small flat table is also supplied as part of the equipment.

The No. 11 has special guides on the head, so that thick, spongy stock may be fed in without disturbing or injuring the label. As regularly built, a half inch width of stitch is used. Three-eighths inch width is furnished to order without increase in price. Distance from floor to top of clincher plate, 36 inches.

The clincher plate is so constructed that the staple is formed without being pressed against the fabric as in ordinary stitchers.

Cutters are special for textile work and may be ground or stoned. The speed may range from 125 to 250 stitches per minute, and wire from the No. 30 to No. 25 round is used. No. 27 is recommended for high-speed work. Floor space, 21x21 inches; pulley, 8 inches in diameter; shipping weight, 175 pounds. Write for prices.



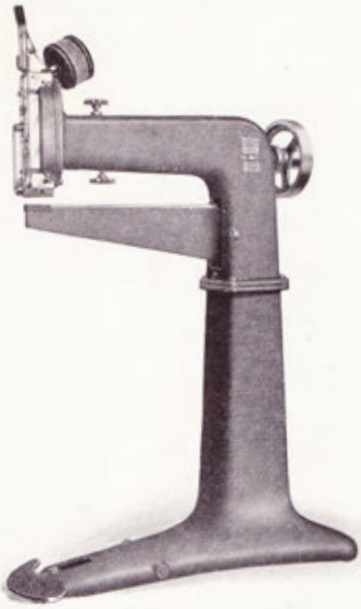
NO. 11 BOSTON TEXTILE STITCHER
NO. 10 BOX STITCHER IS BUILT IN SAME FRAME

BOSTON BOX WIRE STITCHER No. 15

FOR FOLDING BOXES AND CONTAINERS

For large folding boxes, cartons and fibre shipping containers. The frame is extremely heavy and the head and all working parts are built for long service. The right-angle stitching head is easily removed from the frame, and by the attachment of a few extra parts made to stitch parallel with the arm. A continuous feed device, and flat table and gauges for successive stitching of folding cartons and containers, are supplied to order, as is also round wire head for No. 18 to No. 21 bookbinder's wire.

Capacity is ½ inch; width of staple across crown, ½ inch; flat box stay (ribbon) wire No. 8, measuring .104x.008, to No. 23, measuring .104x.023, is used; length of arm, 24 inches; measurement of flat table, 30x32 inches; floor space, 32x42 inches; pulley, 12 inches; speed, 300 stitches per minute; shipping weight, 630 pounds; power, ½ horsepower.



NO. 15 BOSTON BOX STITCHER SHOWING RIGHT-ANGLE HEAD IN POSITION
MOTOR EQUIPMENT EXTRA

BOSTON BOX STITCHER No. 14

FOR RIGHT-ANGLE STITCHING

This model identical with the No. 15 in thickness capacity and most operating features, including the open head device. The arm measures 12 inches. It was designed for *right-angle stitching only.* The No. 14 will handle all heavy work that can be stitched on the 12 inch arm, is very speedy and meets the requirements of the average box shop. Speed, range of wires and size of staple are same as No. 15. Flat table measures 20x30 inches; floor space, 26x33 inches; power, ⅓ horsepower; shipping weight, 300 pounds. Write for prices.

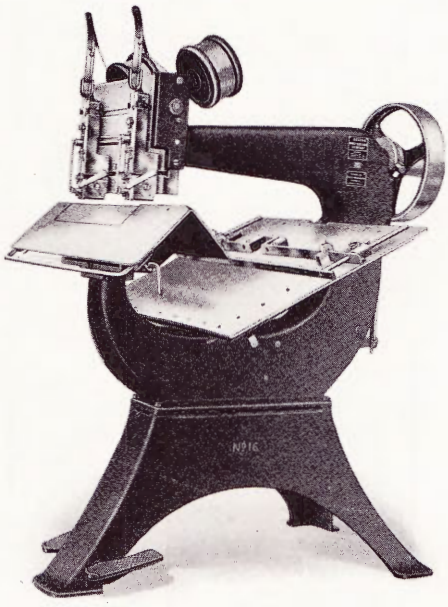
BOSTON MULTIPLE WIRE STITCHER Nº 16

For calendar and pamphlet work using from two to five singly adjusted heads, each with a capacity of two sheets to ¼ inch. The No. 16 handles pamphlets perfectly, placing all stitches at one operation of the treadle, and making a substantial increase in output. The space between the frame and stitching point is 24 inches.

Flat table measures 28x22 inches; maximum speed of each head, 200 stitches per minute, making 800 stitches per minute with a four-head equipment. The crossbar is 12 inches wide, and staples may be placed as close as 1⅝ inches. With the regular two-head equipment the space between staples may be 11 inches.

Regular heads make ½ inch width of stitch; ⅜ inch furnished to order. Wire used, No. 30 to No. 25 round. Floor space, 26x40 inches; pulley, 12 inches; power, ¼ horsepower; shipping weight, 600 pounds.

The No. 16 has every feature for single head or multiple work, uses but little power and handles a wide range of work. Write for prices.

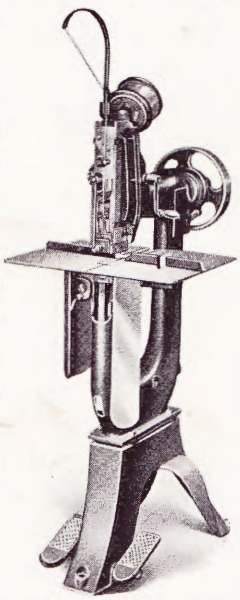


No. 16
BOSTON CALENDAR AND PAMPHLET WIRE STITCHER WITH TWO HEADS, FLAT AND SADDLE TABLES

BOSTON WIRE STITCHER Nº 19

A High-Speed Machine

A new member of the Boston Wire Stitcher Family, designed for heavy, continuous service and high speed. The thickness capacity is from two sheets to a full half inch, and all working parts are singly adjusted through the action of crank handle. The head is 2¼ inches wide and is heavily constructed with vertical feed for wire. Every labor-saving device is employed to save the operator's time and insure high class, accurate stitching. The table equipment for flat and saddle work is similar to the No. 4. Driver and bender bars are crank driven, insuring perfect work and low maintenance expense.



BOSTON WIRE STITCHER
No. 19

Wire used, No. 30 to No. 25 round and 21x25 flat; speed, 300 stitches per minute; floor space, 26x28 inches; shipping weight, 350 pounds; driving pulley, 10 inches; power, ⅙ horsepower.

The No. 19 is specially adapted for magazine stitching, as well as all classes of pamphlet and flat work. The simplicity of the head is a notable feature, having fewer working parts than any adjustable wire stitcher handling the same range of work. Cutters, clinchers and the principal working parts are hardened and interchangeable.

The No. 19 is an unusual stitcher with many new features. It is sturdy and durable and will stand up under the most exacting demands. The quality of output is unsurpassed and the very high operating speed insures large production. Write for prices.

A one-inch Boston Wire Stitcher similar to the No. 19 is under construction and is designed to handle heavy work at high speed. It has all the No. 19 features and will operate at unusually high speed for a stitcher of its thickness capacity. Write for particulars.

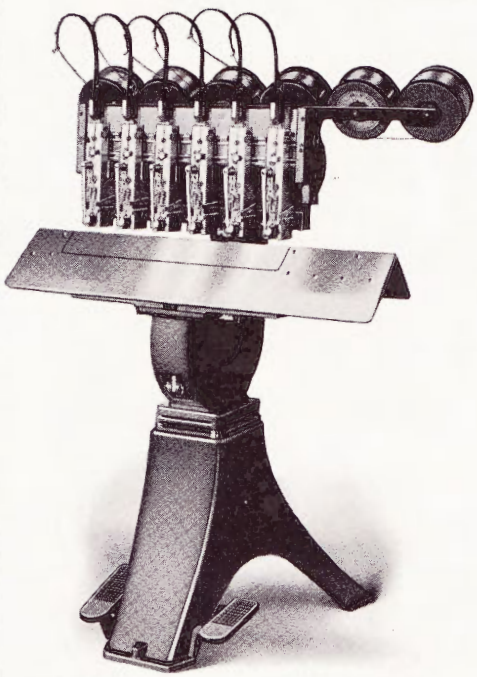
BOSTON MULTIPLE WIRE STITCHER No. 17

FOR PAMPHLET AND CHECK BOOK STITCHING

For small check book and pamphlet stitching, equipped with two to ten heads, each with capacity of ¼ inch. The design is similar to No. 16, but with a heavier frame. The heads are mounted on a 20 inch crossbar and the space back of the stitching point is 8½ inches. There are two standards for wire, No. 21 to No. 25 for thick, and No. 25 to No. 30 for light stitching. Pamphlet work may be stitched with either wire combination. A centering device for saddle work insures placing the staple exactly in the fold, adding greatly to the appearance of the work.

Each head makes a maximum of 200 stitches a minute, reduced by a speed controller if motor driven. With two-head equipment, stitches may be placed 18 inches apart, center to center. The minimum space between stitches is 1⅝ inches.

The floor space is 33x24 inches; pulley, 12 inches in diameter; power—½ horsepower if ten heads used, ¼ horsepower for four heads; shipping weight, 350 pounds. Write for prices.



NO. 17, WITH SIX HEADS AND FLAT AND SADDLE TABLE

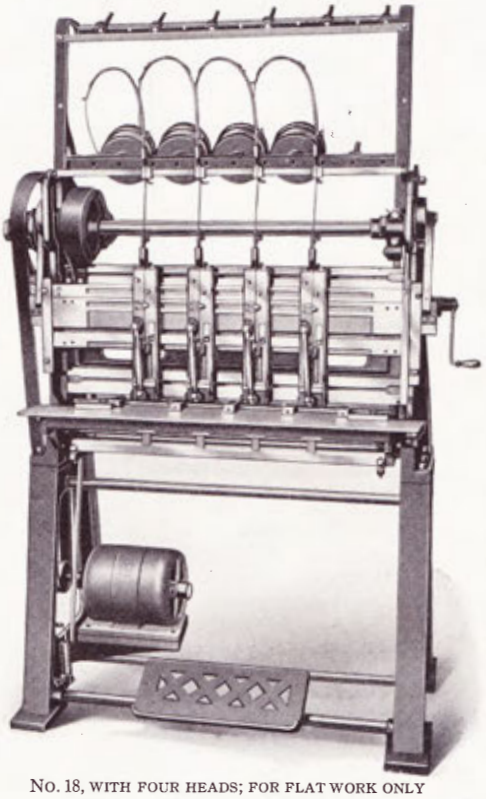
BOSTON MULTIPLE WIRE STITCHER No. 18

FOR FLAT WORK ONLY

Built especially for printers, binders and manufacturing stationers who specialize in tablet, check book, blank book, receipt book and sales book work of a thickness capacity of from 1/10 to ½ inch.

Regular equipment includes four heads, but extra heads may be attached to make a total of ten, all operating from one touch of treadle. Width of staple across the crown is ½ inch; speed, 150 stitches per minute for each head.

Space between the side frames is 33 inches; greatest distance between two heads is 28 inches; minimum distance is 2⅞ inches.



NO. 18, WITH FOUR HEADS; FOR FLAT WORK ONLY

The wire used is No. 25 round to 20x24 flat. Special heads are furnished for Nos. 18 and 20 round and for box stay (ribbon) wire gauging .104. The floor space is 26x53 inches; diameter of driving pulley, 12 inches; speed of pulley, 450 revolutions per minute; power requirement, ½ horsepower; shipping weight, 1200 pounds.

The No. 18 is a two-column stitcher with open space between, through which work may be

BOSTON MULTIPLE WIRE STITCHER No. 18—*Continued*

pushed. Sales books may be stitched six up and three deep, according to size. *All heads are automatically adjusted* by turning one crank handle, are held to the crosshead by two eccentric clamps, and may be placed in any position without removing from the machine. The heads are driven on both bender and driver bars, insuring accurate stitching and positive action. All parts are interchangeable. This is a special stitcher for the work described above and is the only multiple in the market that meets the requirements of this class of stitching.

BOSTON STAPLE BINDER

STYLE A, PEDESTAL

The Boston Staple Binder is built to produce a quality of work equal to the highest grade of wire stitching. No adjustment is necessary for different thicknesses, as the stapler is automatic. The work table is quickly shifted from flat to saddle without the use of tools and an extension to the table may be had at a small additional cost. Staples are mounted on metal cores, covered with paper, and placed in the machine just as taken from the box. The paper covering protects the staples from dirt and corrosion, and permits instant change of sizes without waste.



THE BOSTON STAPLE BINDER
STYLE A, PEDESTAL

Aside from the method of using staples, the most useful working part of the Boston Stapler is the supporter, which prevents staples buckling, permits the use of fine wire, and insures neat, even, flat, perfect stapling. No other staple binder does so fine a quality of work.



SHOWING
DRIVER, STAPLE AND
SUPPORTER

The Boston Stapler is for foot power only, and is made in two styles for pedestal and bench operation. Capacity, 3/16 inch. Floor space, 14x24 inches. Shipping weight: Style A, 135 pounds; Style B, 32 pounds.

BOSTON AUTOMATIC PAPER FASTENER

FOR OFFICE USE



THE BOSTON
AUTOMATIC PAPER FASTENER

The Boston Automatic Paper Fastener for office and counting room, law offices, schools, factories, insurance companies, and general desk purposes. Fastens papers from two sheets to 1/16 inch in thickness, clinching perfectly flat at bottom and binding securely; 1/4 inch staples are used. Cork plugs are used to protect desks, tables or polished flat surfaces; space taken up is 2½x9 inches; net weight, 4½ pounds.

Send for descriptive pamphlet and quotations on the line of Boston Wire Stitchers

BOSTON TINNED STEEL WIRE STAPLES



THE METAL CORE, PUSHER, PAPER COVERING AND STAPLES

Boston Wire Staples are mounted on metal cores, paper covered, and may be used without waste. They are made in two sizes, 1/4 inch for thin and 3/8 inch for work of thickness of 1/8 inch and upward to the capacity of the machine. Boston Tinned Steel Wire Staples are put up in boxes of 5000 and sold at the lowest market price.

BOSTON POINTED WIRE STAPLES

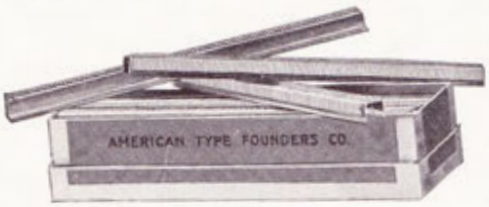
FOR STYLES A AND B BOSTON STAPLERS

Boston Pointed Wire Staples may also be used on the Boston Automatic Paper Fastener. They are pointed ¼ inch for textile stapling or for fastening price tickets and advertising matter to cloth. Will not injure the fabric. They are put up securely in boxes and sold at the lowest market price. Write for quotations.

STAPLES FOR STAPLE BINDERS

FOR THE POPULAR MAKES OF MACHINES

We can supply the trade on short notice with any size and quantity of staples required for the leading makes of stapling machines and staple binders, such as Boston, Bostitch, Acme, Midget, Simplex, Sure-Shot, Allen (Yarger), etc. Our Selling Houses have a very liberal sized stock at all times. Staples are packed in a variety of ways, generally in boxes containing 5000. The price varies according to the quantity purchased. Write us for information and prices, stating at the time the make of the stapler or binder you are using and the quantity of staples desired.



A BOX OF STAPLES

ACME STAPLE BINDER No. 1

USES COARSE WIRE STAPLES

The Acme Binder No. 1 frame swings on a pivot and lifts high enough to give ample room for putting in and taking out the work. It holds 100 staples and will not clog. Uses coarse wire staples and binds to ¼ inch.

Write for information and prices



NO. 1 ACME STAPLE BINDER

SURE-SHOT BINDER

IT CANNOT CLOG



SURE-SHOT BINDER

The Sure-Shot Binder is made for office use. It holds 100 staples at a charge, binds to ¼ inch book paper, and cannot clog.

Write for information and prices

BOSTITCH PAPER FASTENER

FOR OFFICE USE

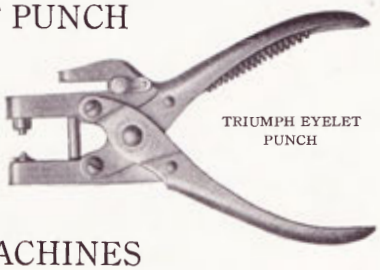
Bostitch Paper Fastener with 5000 Staples, price.....$5.75

TRIUMPH EYELET PUNCH

A RELIABLE DEVICE

The Triumph Eyelet Punch cuts the paper separate from the eyelet set, so that paper cannot be injured by the latter while it is being punched. There is a guide to regulate the distance of the eyelet from the paper's edge.

Triumph Eyelet Punch and Set, price.....$3.00



TRIUMPH EYELET PUNCH

EYELETS FOR OTHER MACHINES

ALL SIZES AND STYLES

Eyelets for the Southworth Punching Machines and Sterling Round Cornering Machines (see page 989) may be had in a variety of sizes and styles. Write for information and prices.

AMERICAN BOOKBINDERS' STEEL WIRE

THE QUALITY WIRE FOR STITCHING MACHINES

The quality of the wire used on the various stitching machines has much to do with the success of the operation. American Bookbinders' Steel Wire is made especially for us and is the most satisfactory wire on the market. It may be obtained wound on wooden spools, as heretofore, or may be had in coils to be used on the new Prentiss Spools illustrated and described below. The net weight of the wire on wooden spools is five pounds. A charge is made for the spool, which is rebated when the spools are returned to us in good condition, carriage prepaid. Wire in coils weighs five pounds, net, and is to be used in conjunction with the Prentiss Metal Spool. By using wire in coils you pay for nothing but the wire itself. If your stitching machines are equipped with Prentiss Spools, the ultimate cost of your wire will be considerably reduced.



AMERICAN
BOOKBINDERS' STEEL WIRE

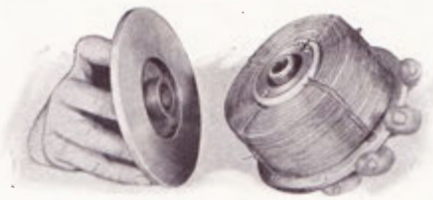
The Selling Houses of the American Type Founders Company carry an adequate stock of bookbinders' wire in all sizes of rounds and flats, and will be pleased to quote lowest market prices on any quantity desired.

PRENTISS METAL SPOOLS FOR COILS

INSURE AGAINST UNNECESSARY WASTE



The Prentiss Metal Spool solves the problem. It is adaptable for all sizes of round and flat wire. The recessed head, which is a patented feature, overcomes the greatest trouble experienced by the users of stitching wire. The coil is so firmly compressed there is no chance for the strands to draw down between the coil and the heads. It fits on the stitching machine the same as a wooden spool and requires no tools; so simple the operator can handle as readily as a wooden spool. Prentiss Metal Spools are sold at reasonable prices. Write for circular and quotations.



PLACE THE COIL ON THE SPOOL AND
SCREW ON THE HEAD



THE PRENTISS SPOOL IS VERY SIMPLE

IMPROVED AJAX EYELETING PRESS

A HANDY DEVICE TO HAVE IN THE SHOP

The Improved Ajax Eyeleting Press automatically feeds loose eyelets of three different lengths. Fill the reservoir at the top of the machine with a handful of loose single eyelets, either long, medium or short, according to the number of sheets you may wish to bind. Inserts eyelets one inch from the edge of work. Weight, 4 pounds.

Improved Ajax Eyeleting Press, price $8.50

SAMSON EYELET TOOL

USEFUL IN OFFICE AND SHOP

A combination Punch and Eyelet Set. Will punch 3/16 inch hole in paper, cardboard, leather, etc., or will insert and fasten 3/16 inch diameter eyelet. Packed in box with instructions "How to Use."

Samson Eyelet Tool, price $2.75

HICKOK PAPER RULING MACHINES

THE BEST IS ALWAYS THE CHEAPEST

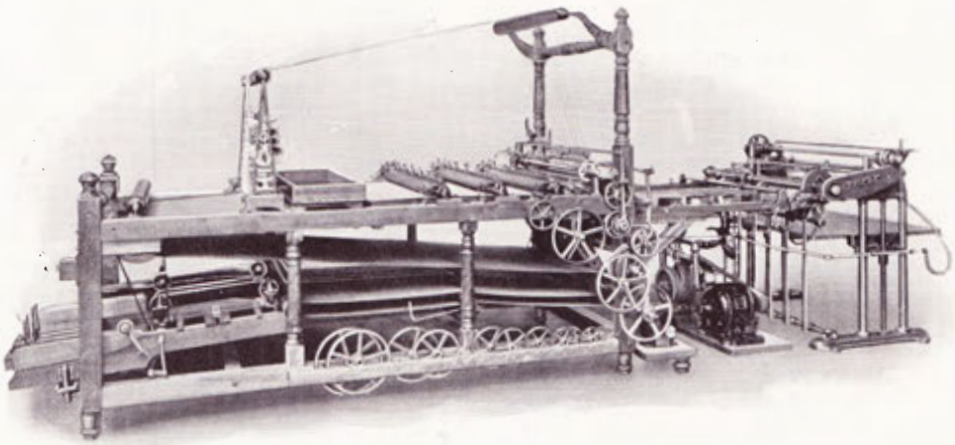
Hickok Ruling Machines are known throughout the world as the best, most up to date and complete on the market. The manufacturers have always been alive to the requirements of the paper ruling trade and have spared neither pains nor expense to keep pace with the trade. Hickok Ruling Machines will outlast any other make and will do high class work all the time they are in use. In fact, these machines have been in service for fifty or more years and are doing as good work to-day as when first purchased, with practically no cost for upkeep or repairs.

When making inquiry regarding ruling machines specify style of machine wanted, whether feint-line or automatic striker, number of beams, and whether manifold underlift is desired. Also state width between rails, as well as the width of the cloth; whether the machine is to be equipped with belt drive or electric motor, and also specify how the guide board is to be located, whether on the side of the machine on which the ruler stands or on the side opposite the ruler.

HICKOK O-A AUTOMATIC STRIKER RULING MACHINE

THE POPULAR RULING MACHINE

Hickok Style 11 Three-Beam O-A Automatic Striker Ruling Machine has three O-A automatic striker-beams and manifold pen underlifts. It will strike down lines from five distinct head lines and lift on five other distinct foot or bottom lines.



THE HICKOK STYLE 11 THREE-BEAM O-A AUTOMATIC RULING MACHINE, WITH MANIFOLD PEN UNDERLIFTS AND NO. 3 LAY-BOY; GEAR SPEED REDUCING MECHANISM AND ELECTRIC DRIVE WITH HICKOK AUTOMATIC FEEDER ATTACHED. FLOOR SPACE, 38 INCH MACHINE, 11½X6½ FEET

This is unquestionably the most popular ruling machine for all-round work on the market. It is efficient and accurate and possesses many recent improvements which facilitate labor in operating. Hickok Ruling Machines have always been noted for their high standard of excellence. No better ruling machine can be purchased.

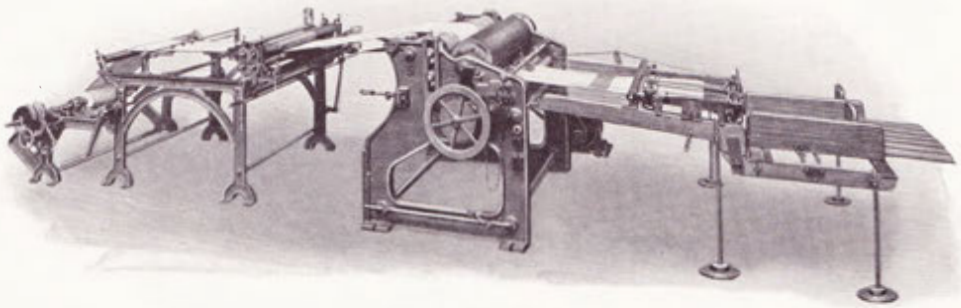
The following equipment is furnished: Self-locking O-A angle ball-joint standards; cloth guide on both upper and lower cloths; six clamps the width of the cloth; set of 8 inch cams; set of ten change gears with new-style gear rack; four ink fountains with carrier rod; worm screw adjustment for gate; quick-acting gate; adjustable steel cam-plate on pen rests; foot rests on lower rail; steam fixtures; double cone pulley for a range of speeds; elevated string roll and clamp rack; steel adjustable guide on guide board; ink box with drawer; Hickok-Simon patent loose-leaf guide; cam rack; new style patent crank-handle; one complete set of point system pens from 7 to 36 inclusive (singles, doubles and triples); pen cabinet; ink brush, etc.

Send for illustrated descriptive catalogue showing the complete line of Hickok Ruling Machines and bookbinders' supplies. Prices will be quoted upon application

HICKOK Nº 3 DISC ROLL RULING MACHINE

FOR PAPER IN ROLLS OR WEBS

The Hickok No. 3 Disc Roll Ruling Machine consists of four main sections: Stand for raising and holding web or rolls of paper, ruling machine proper including perforators and cutting-off machine for cutting sheets, counter marker, lay-boy and jogger.

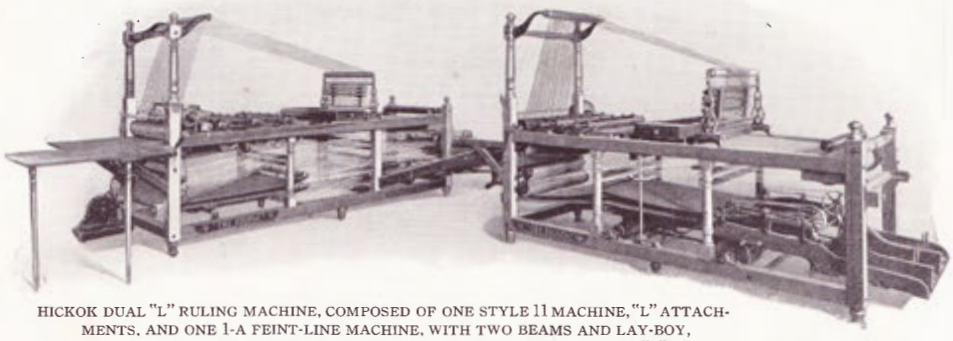


THE HICKOK NO. 3 DISC RULING MACHINE, WITH PAPER ROLL-HOLDER, PERFORATOR, DISC INKING DEVICE, CUTTING-OFF MACHINE, COUNTER AND SPECIAL LAY-BOY

This machine is designed for ruling paper 38 inches wide or less from the roll or web on both sides in one direction at one feeding. It is equipped with roll or web holder and raising apparatus, adjustable disc inking and impression rolls, automatic ink pans, 4 sets of perforators, cutting-off device to cut sheets from 20½ inches to 38 inches long, and special lay-boy which jogs paper on three sides, and counter. There is also included in the equipment a two horsepower variable speed electric motor, 110 or 220 volts.

HICKOK DUAL "L" RULING MACHINE

FOR RULING PAPER TWO WAYS ON ONE SIDE AT ONE FEEDING



HICKOK DUAL "L" RULING MACHINE, COMPOSED OF ONE STYLE 11 MACHINE, "L" ATTACHMENTS, AND ONE 1-A FEINT-LINE MACHINE, WITH TWO BEAMS AND LAY-BOY, ARRANGED TO BE OPERATED AS TWO SINGLE MACHINES OR AS AN "L"

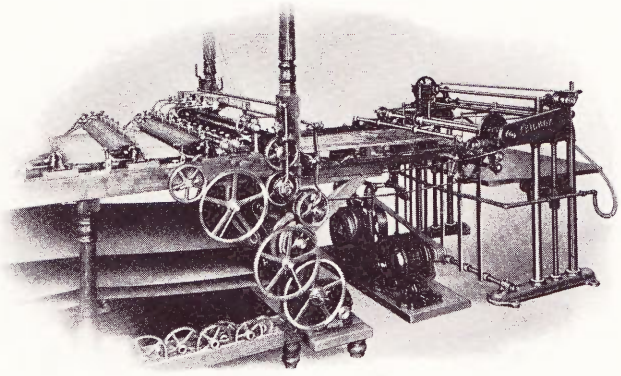
The Hickok Dual "L" Ruling Machine is designed for shops in which large quantities of bill-heads and stock forms are ruled, requiring down and cross lines on one side of the stock at one feeding, or on job work where runs are five reams or over. It does extremely accurate work. The mechanism for changing the direction of the paper from the first to the second machine, and for straightening the sheet as it goes to the second machine, is perfect, and it will handle very thin as well as very thick paper. For maximum production the Hickok Dual "L" Ruling Machine should be equipped with an automatic feeder.

Send for catalogue giving prices and fully describing this machine and its equipment

HICKOK FEEDER FOR RULING MACHINES

A Rapid and Successful Feeder

The Hickok Paper Feeder is designed to be used in connection with the Hickok Paper Ruling Machines. It feeds rapidly, has an even timing at given regular periods, and handles tissues and the various weights of flat and coated papers and cardboard. All adjustments can be made by hand, without screw driver or wrench. The operator can instantly stop and start the feeder from his position at the side of the ruling machine. On feint-line work the spacing can be accurately regulated so that the sheets will go into the ruling machine as close as one-quarter inch apart. The register is perfect. Feeder is driven by a roller chain and a sprocket on the end of the cloth cylinder shaft of the ruling machine and requires but little power. A one-horsepower motor is required to drive the blower and this, as well as the blower, is included in the equipment. Send for descriptive circular giving prices and details regarding floor space, electrical equipment, etc.



HICKOK FEEDER FOR RULING MACHINES

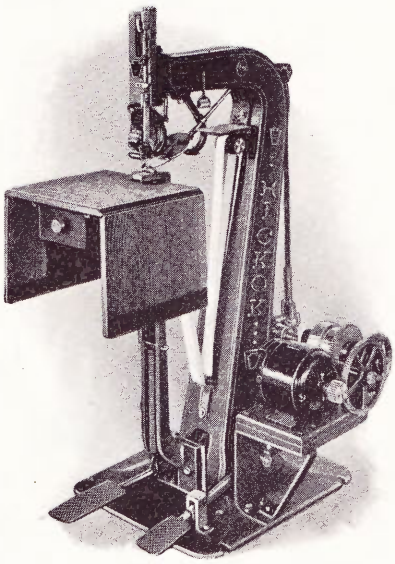
HICKOK PAGING AND NUMBERING MACHINE

Rapid, Easy and Simple

The Hickok Paging and Numbering Machine with an automatic repeating device and automatic alternating device is a most complete machine. It is thoroughly up to date in every way. All wearing parts are made of steel. It is simple in design and easily understood. Heads on half-set and stationary ciphers. It is made for either electric drive, combined steam and foot power or for foot power only. It is unequaled in printing, very light running and easy to operate.

The Paging Head is of the latest design and has many excellent features not possessed by any other paging and numbering machine, among which are the following: Dust-proof head, ink rollers that are firmly held at two ends, a serial automatic alphabet attachment, a repeating device so simple a child can operate it, a small stop on the side of the head to alternate the figures, an impression adjustment permitting the use of thick or thin stock without injury to the numbers, extreme depth back of feed table vertically and horizontally, rapid and simple device for raising or lowering the feed table, long smut-tape which feeds itself automatically, smooth ink distribution, and a disc that is easily set. Made for combined steam and foot power, electric drive or for foot power only.

Illustrated catalogue, which describes the machine in detail and shows the various styles of figures that are obtainable, will be sent upon request. Write for quotations.



HICKOK PAGING AND NUMBERING MACHINE
MOTOR EQUIPPED

SOUTHWORTH HEAVY DUTY PERFORATOR

MADE IN THREE SIZES: 15, 20 AND 28 INCHES

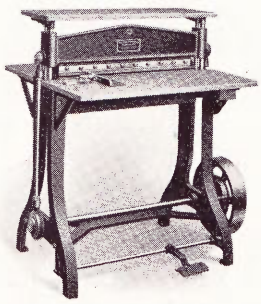
The Southworth Heavy Duty Perforator will stand up under the most severe and continuous usage by manufacturing bookbinders and printers.

The head, bed and frame are of cast gray iron of ample size and weight to adequately serve their purpose without spring or distortion, and yet the machine is so designed that there is no great amount of useless weight to make it clumsy in operation and appearance.



28 INCH MOTOR DRIVEN

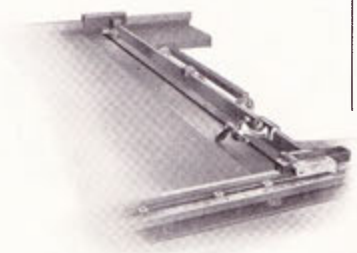
The deep and rigid head is of cast gray iron and is provided with four reamed guide bearings, each six inches long. The four guide rods are of machine steel 15⁄16 in. diameter, turned and ground to an accurate fit in the head. The pins are made from a high grade tool steel and are left just hard enough to file. They are backed up by sectional blocks which are readily adjusted to suit any job. The die is of high carbon steel and is rigidly rabbeted into a heavy cast iron bolster which eliminates the possibility of splitting the die. It is left extremely hard and is guaranteed for five years. The stripper on these machines is equipped with an oiling device, on which a patent is pending, which effectually lubricates the pins without soiling paper. This improvement adds greatly to the ease of operation and to the life of the pins. All tables are of ash thoroughly seasoned, finished with two coats all over, and well cleated to prevent warping. A feature which will be greatly appreciated is the two brass rules inserted in the rear table to facilitate setting the gauge.



28 INCH BELT POWER



28 INCH FOOT POWER



This illustration shows in greater detail the improved semi-automatic spacing gauge, and shows clearly the releasing bar so conveniently located under the operator's hand.

SOUTHWORTH HAND POWER PERFORATOR

MADE IN 15 INCH SIZE ONLY

Southworth Hand Power Perforator is an honest-to-goodness perforator and, with the single 15⁄16 in. diameter guide rods, has a head far more substantially guided than many of the foot and power machines now on the market. It will be found a great convenience as an auxiliary machine for handling small jobs of perforating. The workmanship and material used in the construction is of the same high grade as is used in the larger perforators.



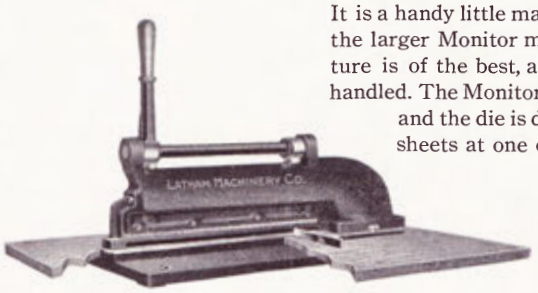
HAND POWER PERFORATOR

A circular describing the Southworth Perforators, together with prices, will be sent upon request

MONITOR HAND PERFORATOR

MADE IN 12 INCH SIZE ONLY

The Monitor Hand Perforator is designed for printers and bookbinders doing a limited amount of perforating, yet who require a machine capable of doing the odd jobs that come to them. It is a handy little machine and operates on the same principle as the larger Monitor machines. The material used in its manufacture is of the best, and will give a lifetime of service if properly handled. The Monitor Hand Perforator is made in 12 inch size only, and the die is drilled for 60 gauge pins. Capacity from 3 to 5 sheets at one operation; weight, boxed, 75 pounds.

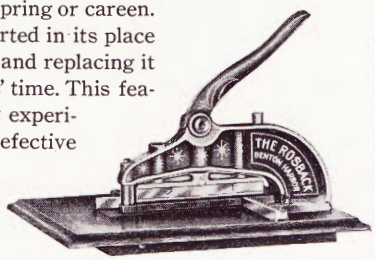


MONITOR HAND PERFORATOR

ROSBACK HAND PERFORATOR

A 10 INCH MACHINE

The Rosback 10 Inch Hand Perforator makes a round hole and perforates fully ten inches. All springs are encased in the body of machine, out of the way of operator. The stripper is flanged, which renders it stiff and firm and not liable to spring or careen. A needle accidentally bent can be removed and another inserted in its place by detaching the needle stop, removing the defective needle, and replacing it with a new one—the operation requiring but a few minutes' time. This feature will particularly recommend it to those who know by experience how much time and patience are required to replace defective needles on some perforators. Weight, boxed, about 70 lbs.

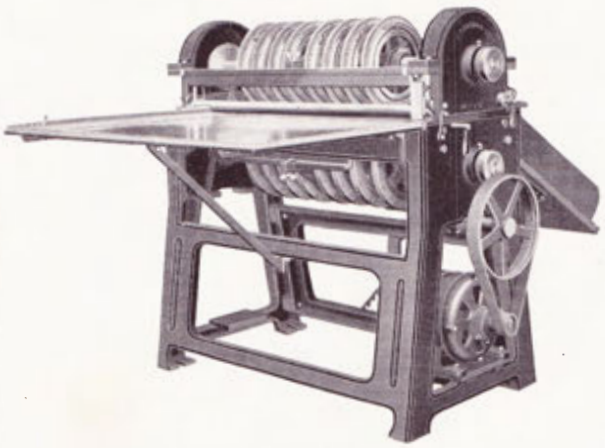


ROSBACK HAND PERFORATOR

ROSBACK ROUND-HOLE ROTARY PERFORATOR

MADE IN TWO STYLES: SINGLE AND ANGLE MACHINES

The Rosback Round-Hole Rotary Perforator greatly reduces the cost of perforating bank checks, bank statements, bookkeeping sheets, railroad and insurance work, as well as all other classes of quantity perforating.



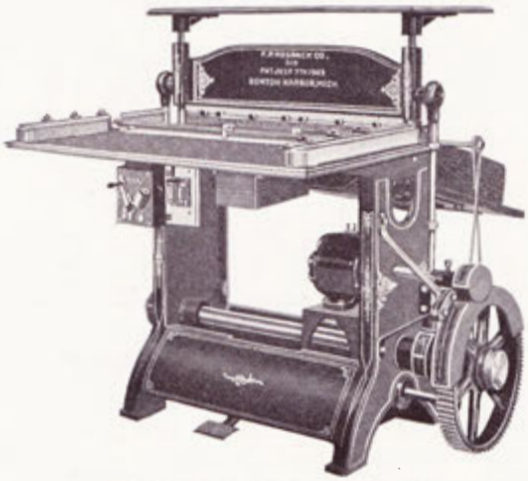
ROSBACK ROUND-HOLE ROTARY PERFORATOR

The frame of the Rosback Round-Hole Rotary Perforator is massive and all points of contact are machined, insuring perfect bearing surfaces. All bearings for shafts, gearing, etc., are bored, and shafts are accurately ground. The punch holder heads are made of the best quality of steel on automatic machinery and are interchangeable with the dies. The dies are made from specially drawn high-carbon tool steel, inlaid in heavy die holder heads, and are interchangeable. The upper heads are graduated the same as a rule or scale, making it easy to locate the work. Both upper and lower feed rollers are of steel, driven by gears safely guarded. The burr rollers are made of brass, controlled by self-acting automatic springs, and are self-adjusting to any thickness of paper. Sheets will not stick together when several are perforated at one time. Write for prices and additional information.

ROSBACK XX HEAVY POWER PERFORATOR

EQUIPPED WITH AUTOMATIC SHEET DELIVERY

The Rosback XX Heavy Power Perforator is a round-hole perforator with feed gauge and automatic delivery. It will perforate any number of lines one way with but one handling of the sheet. It is built strong and durable and is easily operated. The dies are made from imported steel 3/16 inch thick, fire hardened, and guaranteed by the manufacturer for five years. The punches are made of tool steel and are also fire hardened.



ROSBACK XX HEAVY POWER PERFORATOR

The feed gauge attachment is a great time-saver when there are several lines of perforations required. Adjustable stops, which can be fastened in any position, assure exact register. Four or five sheets may be fed into the machine at one time.

The automatic sheet delivery does away with one handling of the stock. The reclining rear table is adjustable to different angles, providing for different thicknesses of the piles of paper.

The punches are directly under the head, in line with side rods, insuring a perfect, even draw and minimum wear on the pins, dies and stripper. The stripper is an acknowledged improvement over former methods and positively prevents springing or binding, elongating holes, or wearing out needles.

The sectional adjustment of the punches is positive and simple, and when once set cannot slide and cause defective perforation. A single punch can be removed and a new one inserted in a moment, without removal of other punches. Rosback XX Heavy Power Perforator is built in two sizes for power only, as follows: 28 inch, weight 1000 lbs.; 30 inch, weight 1050 lbs.

ROSBACK FOOT POWER PERFORATOR

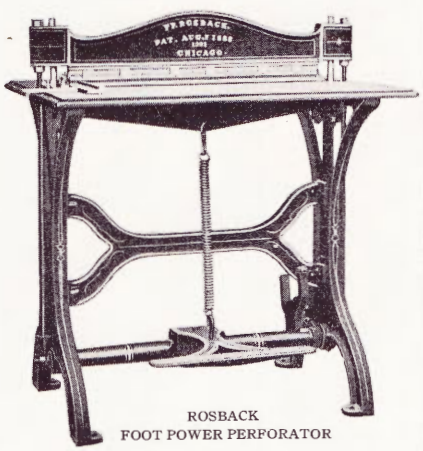
A HARD-DIE MACHINE FOR PERFECT PERFORATION

The Rosback Foot Power Hard-Die Perforator is built strong and durable, and makes a perfect perforation. One important feature is the sliding steel plates on front of needle bar which enable the operator to easily and quickly provide for stubs of checks, etc., rendering a portion of the needles inoperative. To do this the operator unloosens the thumbscrews on the sliding plates, moves the plates to a position over that portion of the paper to be perforated, tightens thumbscrews, and the machine is ready for work. That portion over which the space or spaces between the plates occur will remain unperforated.

The punches are directly under the center of the head, insuring a straight downward stroke without tilt. The stripper has a heavy flanged back, and will not spring. The bed on which the die plate is fastened is heavy and strong, insuring a solid cutting surface.

The Rosback Foot Power Hard-Die Perforator is made in 15, 20, 24 and 28 inch sizes. The 15 inch machine weighs 320 lbs.; the 20 inch weighs 360 lbs.; the 24 inch weighs 440 lbs.; and the 28 inch weighs 440 lbs.

Send for illustrated pamphlet fully describing Rosback Perforators. Ask for prices.



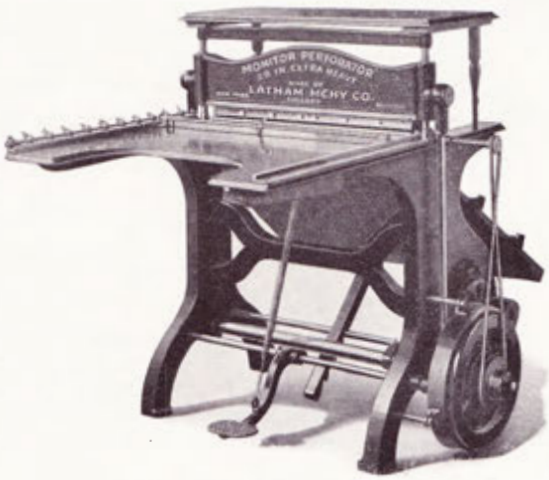
ROSBACK
FOOT POWER PERFORATOR

MONITOR STANDARD AND EXTRA HEAVY POWER PERFORATORS

The Monitor Standard and Extra Heavy Power Perforators are built in two models. The Extra Heavy Perforator is provided with a die which is especially heat-treated to insure long life on exceptionally heavy work; the other model is the same. The die on both machines is secured to the bed by the new Monitor method, which insures great strength and at the same time eliminates the necessity of screw-holes in the die itself. Bevel edges guard against any possibility of the die springing.

The head of the machine to which the pins are attached is heavy and so guided and driven that there is no possibility of lost motion, and the pins therefore register perfectly with the holes in the die. The bed supporting the die is a solid one-piece casting, strong and rigid, and will not spring. It will easily perforate five sheets of ordinary stock at a time.

The Monitor Standard Power Perforating Machine is built in 24 and 28 inch sizes, and the Monitor Extra Heavy is built in 24, 28, 30 and 36 inch sizes. The capacity of each machine is from three to five sheets at one operation. Motor, ¼ horsepower; weight, crated, 850 pounds.



MONITOR EXTRA HEAVY POWER PERFORATOR

The illustration at the right shows the front view of Monitor Extra Heavy Power Perforator with motor attached, automatic feed gauge and receiving box with back roll delivery.

MONITOR FOOT POWER PERFORATOR

MADE IN 20, 24 AND 28 INCH SIZES



MONITOR FOOT POWER PERFORATOR

The Monitor Foot Power Perforator is perfectly constructed mechanically, performs smoothly, and will prove a profitable investment for a plant having a limited amount of perforating. It has all necessary features and adjustments to handle any class of perforating. The die is the same as on all Monitor standard perforators and is fastened to bed of the machine by our new and improved method. It is made of the very best material obtainable and drilled on a special machine, insuring perfect spacing and alignment. The pins are attached to a heavy head, eliminating lost motion and assuring perfect register with the die. The bed supporting the die is a solid one-piece casting, which makes it strong and rigid.

The capacity of the Monitor Foot Power Perforator is from three to five sheets at one operation; size of holes, 60 gauge. Weight, crated, 500 pounds.

All Monitor Perforators carry the manufacturer's guarantee against defects in construction, material, workmanship and undue wear on parts.

Send for illustrated pamphlet fully describing the line of Monitor Perforators and Attachments. Ask for quotations

PORTLAND MULTIPLE PUNCHING MACHINE

MADE FOR FOOT POWER ONLY

The Portland Multiple Punching Machine was first placed on the market in 1909, in three models—foot power, belt power and motor driven—and because of its superior workmanship, convenience of adjustment and ease of operation, was immediately accepted by the printing and binding trades as the standard of excellence in this field. This machine is now built in foot power model only. Several new features in the way of refinements have been made, but very little more weight has been added, as the experience of several thousand satisfied users of this machine *in the power models* has proven this to be unnecessary in a machine to be operated by foot power. The Portland Multiple Punching Machine is guaranteed by the manufacturers for one year against defects in either workmanship or material.

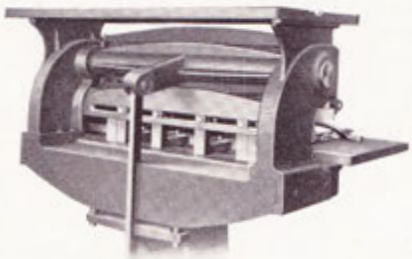


FOOT POWER

THE SUPER-PORTLAND MULTIPLE PUNCHING MACHINE

TWO MODELS: BELT DRIVE OR DIRECT CONNECTED MOTOR DRIVE

The Super-Portland Multiple Punching Machine is built much heavier and stronger, yet retains all the conveniences of the original Portland. In the Super-Portland there have been embodied many improvements which the manufacturers' long experience in the punching machine field has shown would better enable it to meet the exacting conditions and severe duty of modern manufacturing methods. It will stand up under continuous use on the heaviest work without a sign of weakness or distress. It is made in two styles, for either belt drive or direct connected motor drive. The Super-Portland is guaranteed by the manufacturers for one year against defects in either workmanship or material.



REAR VIEW OF SUPER-PORTLAND HEAD



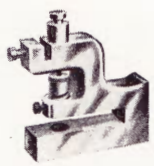
SUPER-PORTLAND, MOTOR DRIVEN

PUNCHING EQUIPMENT

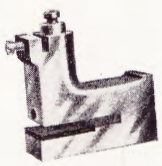
The Punching Equipments for all models of the Portland and Super-Portland Multiple Punching Machines are interchangeable. Round-hole punching sets are furnished in 14 sizes, from $\frac{3}{32}$ inch to ½ inch by thirty-seconds, and are designated by thousandths of an inch. A punching set consists of punch, die and stripper. Any round-hole punching set may be quickly removed from the round-hole head and another inserted. *Punching sets are not included in the price of punch heads.*

The punching equipment includes open-hole and irregular punch heads for loose-leaf and card index punching, tab-cutting attachments for vertical filing systems, and our standard bookkeeping machine heads supply a service for punching stock for bookkeeping machinery.

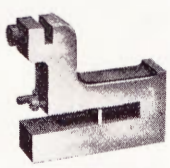
Send for circular describing the line of Portland Punching Machines, Punch Heads, Dies, etc. Ask for quotations.



R. H. HEAD



O. H. HEAD



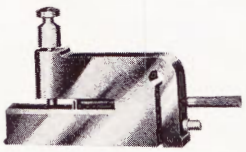
GAUGE HEAD

FALMOUTH PUNCHING MACHINE

A HAND POWER BENCH MACHINE

The Falmouth Punching Machine is designed for table or bench use, and is the latest addition to the line of Portland Punches. It is jig built, insuring the highest accuracy and perfect interchangeability of all parts, and is guaranteed by the manufacturer for one year to be free from defect in either material or workmanship. The design of the machine and heads is evident from the accompanying illustrations. Each punch head is furnished as a complete unit and is not provided with interchangeable punch and die. The round-hole punches vary in size by thirty-seconds, from 3/32 to 3/8 inch.

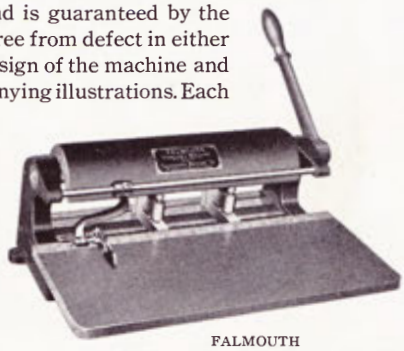
We are also prepared to furnish some of the most commonly used open-hole punches. Ask for quotations.



R. H. HEAD



O. H. HEAD



FALMOUTH
HAND POWER PUNCHING MACHINE

SOUTHWORTH PUNCHING MACHINES

MADE IN TWO STYLES: HAND AND FOOT POWER

The Southworth Punching Machines are for punching paper, cardboard, celluloid, thin sheet metal and other material. They are designed for round-hole punching only. Irregular shapes, such as open holes for loose-leaf sheets, card indexes, etc., cannot be punched with them.

Punches vary in size by thirty-seconds, from 1/32 to 1/2 inch. One punching set is included in price of machine.

Eyeleting can also be done in a satisfactory and economical manner. Can furnish eyelets and eyelet sets varying by sixteenths, from 1/8 to 3/8 inch.



SOUTHWORTH
FOOT POWER PUNCHING
MACHINE



STERLING
ROUND CORNERING
MACHINE
FOOT POWER

STERLING ROUND CORNERING MACHINE

The Sterling Round Cornering Machine is made in both hand power and foot power types. The machine is self-clamping and very rapid. The capacity is a little over one inch of stock. Any number of sheets can be round cornered from a single sheet up to the full capacity of the machine. The knife cuts onto a block of end-grain hardwood, held in position by a spring. One No. 1 knife, four cutting blocks and a wrench are included with the machine.



SOUTHWORTH
HAND POWER PUNCHING
MACHINE

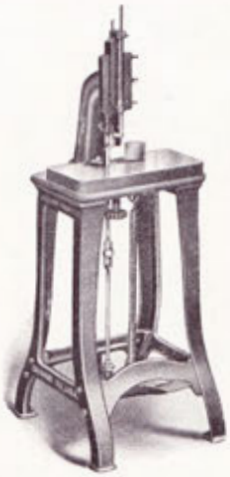
SOUTHWORTH LABEL TRIMMER AND COUPON CUTTER

The Southworth Label Trimmer and Coupon Cutter is similar in design to the Sterling. The cutting base and gauges, however, are different, and the curved and right-angle knives serve the purposes indicated in the name.



SOUTHWORTH
LABEL TRIMMER
AND
COUPON CUTTER

A descriptive bulletin of the above machines together with prices will be sent on request



MONITOR ROUND CORNER CUTTING MACHINE

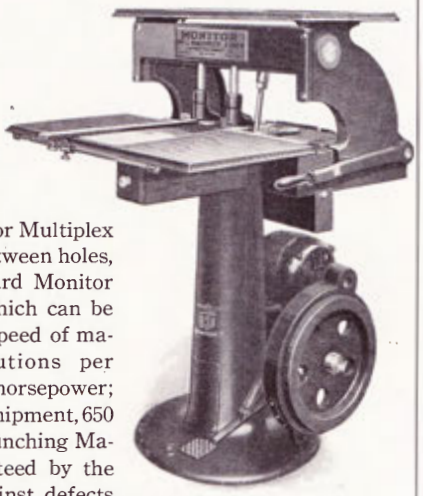
The Monitor Round Corner Cutting Machine is a first class machine in every respect. It is made for either foot power or motor power for plants doing a general run of round cornering work. Three knives are furnished with each machine, each of a different radius, and they will take care of about everything called for. The knife is carried in head of the machine and travels in a beveled guide 8 inches long which is provided with a gib to take up lost motion. The clamp moves down ahead of the knife and holds the stock securely while the cut is being made. The cutting block is made of babbitt metal. It can be turned around and also can be raised and planed off, assuring a smooth cutting surface.

The Monitor Round Corner Cutting Machine operated by foot power will make a maximum cut of 2 inches. When operated by motor power it will make a maximum cut of 3½ inches. Weight, boxed, 525 pounds. Write for circular and prices.

24 INCH MONITOR MULTIPLEX PUNCHING MACHINE

CAN BE EQUIPPED FOR ELECTRIC DRIVE, BELT DRIVE OR OPERATED BY FOOT POWER

The 24 Inch Monitor Multiplex Punching Machine is a quality machine and will efficiently handle the general run of work in the average printing office or bindery. It is built for either direct electric motor drive, belt drive or for foot power. A foot power machine can be changed to either motor or belt drive by the addition of a few parts. The head and bed are so designed that standard Monitor punch blocks can be used; in fact, they are the same blocks used on larger Monitor punching machines. An outstanding feature is the Monitor lever lock-up, which simultaneously locks all punching members in a positive manner. Two back gauges are furnished with each machine.



24 INCH MONITOR MULTIPLEX PUNCHING MACHINE WITH DIRECT CONNECTED MOTOR

The specifications of either model of the 24 Inch Monitor Multiplex Punching Machine are as follows: Maximum distance between holes, 24 inches; maximum distance between holes of standard Monitor blocks, 1½ inches; maximum thickness of soft stock which can be punched, ½ inch; speed of machine, 140 revolutions per minute; motor, ⅓ horsepower; weight, crated for shipment, 650 pounds. Monitor Punching Machines are guaranteed by the manufacturers against defects in construction, material and workmanship. Write for prices.



24 INCH MONITOR MULTIPLEX PUNCHING MACHINE, FOOT POWER

24 INCH MONITOR MULTIPLEX PUNCHING MACHINE

FOR FOOT POWER

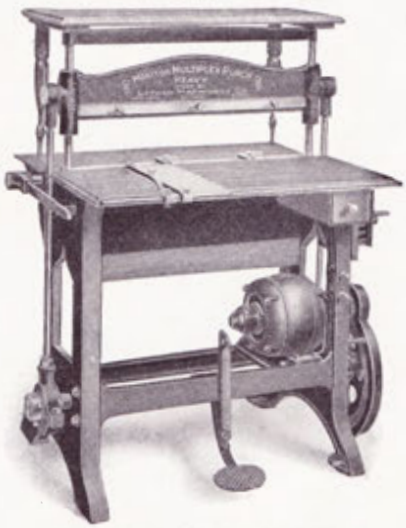
The 24 Inch Monitor Multiplex Punching Machine for foot power can be changed to electric drive or belt drive machine by the addition of a few attachments which are easily installed. Write for information and prices.

28 INCH MONITOR MULTIPLEX PUNCHING MACHINE

FOR ELECTRIC DRIVE, BELT DRIVE OR FOOT POWER

The 28 Inch Monitor Multiplex Punching Machine is a heavy duty model and has been a standard machine with printers and bookbinders for many years. It can be equipped for electric motor or belt drive. In general design it is similar to previous Monitor models, yet a number of important improvements have been added, making it a decidedly up-to-the-minute punching machine. Like the 24 inch size, this machine is equipped with the Monitor lever lock-up, and all punching members are simultaneously locked by a device operated by an eccentric shaft, positive in action, which makes it impossible for the individual punches to shift after they have once been locked in position. The punching members can be placed in the machine from the front.

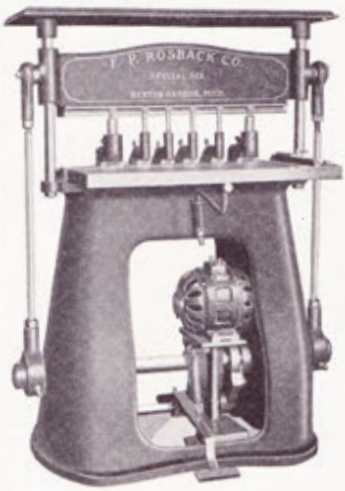
Two back gauges are furnished with each machine. The specifications of the 28 Inch Monitor Multiplex Punching Machine are as follows: Distance between uprights, 30 inches; minimum distance between holes of standard Monitor blocks, 1½ inches; maximum thickness of soft stock that can be punched, ½ inch; speed of machine, 140 revolutions per minute; motor, ½ horsepower; weight, crated for shipment, 930 pounds.



28 INCH MONITOR MULTIPLEX PUNCHING MACHINE, FRONT VIEW, EQUIPPED WITH DIRECT CONNECTED MOTOR

ROSBACK SPECIAL SIX AND PONY PUNCHING MACHINES

The Rosback Special Six Punching Machine is made with a one-piece base casting and has an all-iron table graduated with inch scale. The head is pulled down by heavy hexagon side rods operating by an eccentric on a heavy shaft. Will punch round or open holes, perforates (like postage stamps), tab cuts for index cards, and round-corners thick pads. It is a 28 inch machine, and punches any distance between centers up to 27 inches, and no gauge heads are required.



ROSBACK SPECIAL SIX PUNCHING MACHINE AND MOTOR

The Rosback Special Six Punching Machine has a triple leverage, which makes it a most powerful machine and capable of doing a very wide range of work; in fact, it will do anything that can be accomplished by the most expensive machine made. When equipped with the interchangeable perforating, tab cutting and round-corner cutting parts, it is an accessory which is a time-saver and a money-maker.

The attachments are all one-piece heads and need but a few minutes to change one to the other. They include an open-hole head, round-hole head, double adjustable tab cutting head, round-hole perforating attachment, round-corner attachment, and a deep-throat head.

The Rosback Special Six Punching Machine is furnished for foot power, belt power or electric motor drive. A foot power machine can be equipped for belt drive or motor power by the addition of the extra fixtures. When motor power is furnished by the manufacturers, the driving gear is installed inside the frame entirely out of the way.

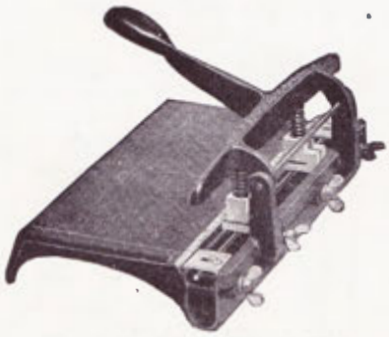
The Rosback Pony Six Punching Machine is a 24 inch machine designed along the same lines as the Special Six but sold at a considerably lower price.

Write for descriptive circular and ask for quotations on our line of Punching Machines

STANDARD HAND PUNCHING MACHINES

MADE IN TWO SIZES

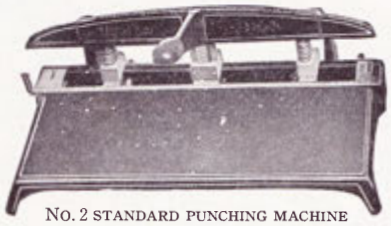
No. 1 Standard Hand Punching Machine will punch holes any distance apart from ½ inch to 10¼ inches on any size sheet. Maximum distance from center of hole to edge of sheet is ⅝ inch. Punches are easily removed, and can be sharpened with a round file. Weight of machine with two heads is 8 pounds.



NO. 1 STANDARD PUNCHING MACHINE

No. 2 Standard Punching Machine is similar in construction to the No. 1, but is larger, heavier and stronger, and is capable of punching holes any distance apart up to 14¾ inches in any length of sheet. Takes the same Punch Heads as No. 1. Weight, 20 pounds.

The Standard is a handy machine for small jobs of punching and it soon pays for itself.



NO. 2 STANDARD PUNCHING MACHINE

Standard Punching Machine No. 1 (without punches)	$10.00
Standard Punching Machine No. 2 (without punches)	14.75
Style U Punch Heads, for punching single round holes; made in ⅛, 3/16, 7/32, ¼, 5/16, 11/32, ⅜ and 13/32 inch	3.25
Style DU Double Round-Hole Punch Heads, made in 7/32 inch	5.00
Style CU Punch Head. A combination Punch Head capable of punching five different sizes of round holes as follows: ⅛, 3/16, 7/32, ¼ and ⅜ inch. Fitted with five punches, four of which may be removed, leaving the proper size punch in the die for punching. Price complete	14.75
Styles 13U and 15U Slotted Hole. Price each	39.50
Style US, made in 11/32, ⅜ and 13/32 inch for punching round holes, slotted for loose leaf work	4.00

SIEBER ADJUSTABLE HAND PUNCH

THE LATEST DEVELOPMENT IN HAND PUNCHING MACHINES

The Sieber Adjustable Hand Punch is a splendid auxiliary to the power punching machine; does the work as well and as cheaply; easily and quickly made ready.

This punch is of extra heavy construction and built to take all classes of loose leaf punching, taking any size sheet. Dies are easy to adjust to various centers up to 8½ inches center to center. Movable end gauge may be locked at any place; table is graduated to give center to center of holes with greatest ease.



SIEBER ADJUSTABLE HAND PUNCH

Punch movement is positive, with eccentric shaft giving extra power to stroke. Dies are of hardened steel, self-sharpening, and highly nickel plated. Punch is copper oxidized, with nickel plated table and handle grip. Packed in substantial wood box ready to ship; weight, 17 pounds.

Price of Punch, complete, with two solid round-hole dies either S2, S3, S4, S5, S6, S7, S72 or S174	$25.00

EJECTOR PRESS PUNCHES

Ejector Press Punch, complete, 3/32, ⅛, 5/32, 3/16, 7/32 or ¼ inch, mounted on body 7/16 in. square (small)	$0.60
Ejector Press Punch, complete, 5/16 or ⅜ inch, mounted on body 9/16 inch square (medium)	1.00
Ejector Press Punch, complete, ½ inch, mounted on body ¾ inch square (large)	1.30
Ejector Press Punch, complete, ⅝ inch, mounted on body ⅞ inch square (large)	1.40

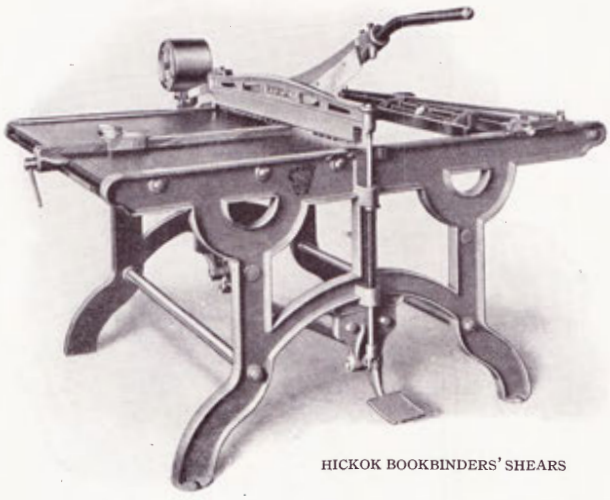
	Small	Medium	Large
Extra Cutters.....each	$0.30	$0.45	$0.60
Extra Screws.....price for six	.20	....	....
Extra Square Bases.....each	.20	.40	.60
Extra Plungers.....each	.15	.20	.25
Extra Cutting Plates, per dozen	.15	.20	.25
Extra Springs.....price for six	.20	.25	.30

Write for descriptive circular

HICKOK BOOKBINDERS' SHEARS

WITH NEW STYLE AUXILIARY GAUGE

The Hickok Bookbinders' Shears have recently been greatly improved and are now considered the best on the market. The hold-down clamp is vertical-acting and will hold firmly anything from tissue paper to the heaviest binders' board. It is rigidly constructed and should show no wear after many years of service.



HICKOK BOOKBINDERS' SHEARS

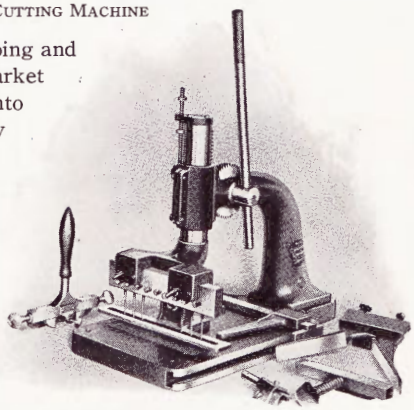
The table on back gauge is always in perfect alignment with the knife, thus saving a great amount of time usually used in adjusting. Front stop or gauge is quickly moved into any position desired and securely locked by a single hand-lever. A new style Auxiliary Gauge for cutting extra narrow strips is also provided.

Hickok Bookbinders' Shears has a 36 inch cut. The front gauge runs out 24 inches from the knife; the table is 24x36 inches. Floor space required, 81x57 inches. Weighs, crated, about 950 pounds.

HICKOK COMBINED LETTERING PALLET PRESS

STABBING AND ROUND CORNER CUTTING MACHINE

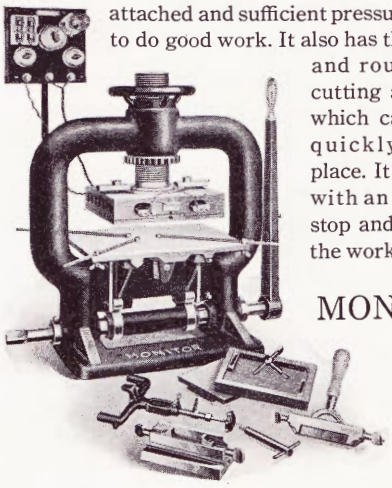
The Hickok Combined Lettering Pallet Press, Stabbing and Round Corner Cutting Machine was placed on the market after a persistent demand had been made for a press into which a lettering pallet could be quickly and securely fastened. When a few impressions which need pressure are required, the Lettering Pallet can be quickly attached and sufficient pressure obtained to do good work. It also has the stabbing and round corner cutting attachment which can be very quickly put into place. It is equipped with an automatic stop and guides for the work.



HICKOK COMBINED LETTERING PALLET PRESS
STABBING AND ROUND CORNER CUTTING MACHINE

MONITOR BENCH LEVER EMBOSSER

SIZE OF HEAD, 13x13 INCHES



MONITOR BENCH LEVER EMBOSSER
ELECTRICALLY HEATED

The Monitor Bench Lever Embosser will handle all classes of hot embossing. Two platens of different size, a chase, quoins, key and pallet are furnished with the machine. Equipped with gas burners but an electric heating device can be furnished if desired. The frame of the machine is a solid casting and will stand

MONITOR BENCH LEVER EMBOSSER—*Continued*

enormous strains. Two heavy cams cause the bed to rise as lever is pulled forward. Bed is considerably larger than head and allows the use of gauges to hold the work in position. Bed also slides back and forth and can be locked in any position.

The Monitor Bench Lever Embosser equipment includes gas heated head, one pallet opening 5 inches, one chase 5x8 inches with quoins and key, one platen 13x13 and one platen 6x9 inches. Write for descriptive circular and prices.

HICKOK BOOKBINDERS' JOB BACKER

FOR BACKING AND SAWING BOOKS

The Hickok Bookbinders' Job Backer is a new pattern machine, built with heavy frame, steel screw, gun metal nut, and the jaws are accurately aligned with each other. It is finished in a superior manner and is entirely up to the high standard of the manufacturer. It is a first class machine for backing and sawing out books.

The Hickok Job Backer is made in two sizes: Jaws 21 inches long, open 4½ inches; and jaws 29 inches long, open 4½ inches. Floor space required, 31x22 inches.



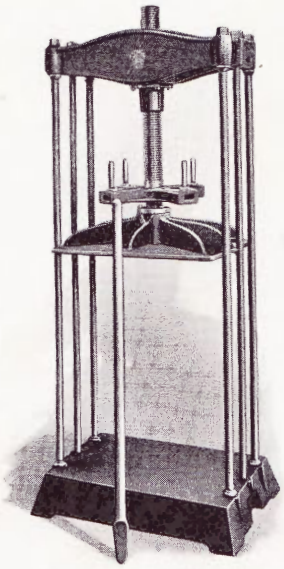
HICKOK BOOKBINDERS' JOB BACKER

HICKOK STANDING PRESSES

FOR BOOKBINDERS

Hickok Standing Presses are made of the highest grade materials and the workmanship on them is the best. The No. 6 Press, illustrated, is the most popular size for the average bindery. Large numbers of them are in use wherever bookbinding is done. The No. 6 has a 3¼ inch steel screw, the platen is 21x29 inches and opens 43 inches; weight, 1350 pounds.

The Hickok line of Bookbinders' Standing Presses is very complete and to anyone interested we shall be pleased to send illustrated pamphlet that fully describes the line and to quote prices.



NO. 6 HICKOK STANDING PRESS

STEEL STOCK-FORWARDING TRUCK

MAKES FOR EFFICIENCY IN THE BINDERY AND PRESSROOM

No. 16465 Steel Stock-Forwarding Truck, 30x30 inches inside, with casters with iron wheels, as illustrated.

No. 16465-A is same table, but with casters with fibre wheels.

Height to flat top, 32 inches. Approximate shipping weight, 280 pounds.

Efficient practice in binderies and pressrooms requires that stock should be kept on wheels, to avoid lifting and handling, as much as possible, both these operations being wasteful either of time or stock, or both. This table carries a large quantity of stock, yet when loaded it may be moved around easily. Fibre wheels make it noiseless.



No. 16465
SIZE 30X30 IN.

THE BOSTON CARD CUTTERS

Boston Card Cutters have been on the market for many years and thousands are in daily use in printing offices, binderies, factories, business offices, photograph galleries, schools, drafting rooms and many other business places. They will cut card and paper stock, cloth, rubber, trim photographs, blue prints and many other kinds of materials. The knives are made of the best grade of tempered tool steel. They have a drawing cut which makes a clamp unnecessary. All Boston Cutters have a balanced handle which lifts itself after each operation. There are a variety of styles and sizes made that are not shown in this catalogue. To any one interested we shall be pleased to send a circular illustrating and describing the full line and quote prices.

THE BOSTON CUTTER No. 36B

WITH IRON STAND AND FOLDING TABLE

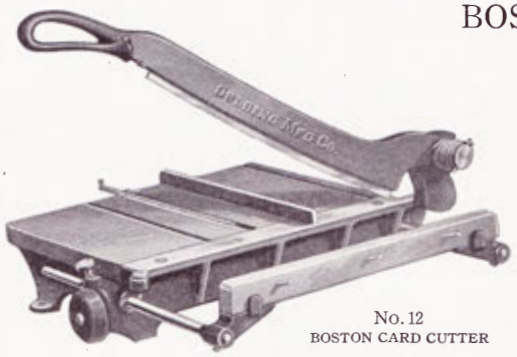
Boston Cutter No. 36B, as illustrated, is complete with iron stand and folding table. It has an adjustable front gauge of steel and a back gauge consisting of two steel rods. Both can be locked by set screws provided for the purpose. The Boston Cutter No. 36B is a well-built, complete machine and will be found a great convenience in printing offices for cutting card stock and also in drafting rooms for trimming blue prints, etc. The knife is 36½ inches long, making the machine adaptable for many kinds of work. No. 36 is the same machine as No. 36B excepting that it is not provided with the iron stand and folding table.



NO. 36B BOSTON CUTTER

BOSTON CARD CUTTER No. 12

MADE IN THREE SIZES



NO. 12
BOSTON CARD CUTTER

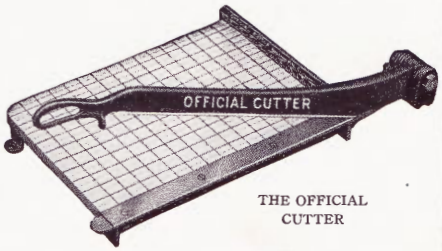
Boston Card Cutter No. 12, as illustrated, has a knife 12½ inches long. The illustration shows the movable side gauge in the center of the table. This illustrates the use of the special grooves found in the table of each Boston Cutter. The side gauge may easily be removed, making it possible to cut accurately any length of stock even with the smallest Boston Cutters.

The same design is also made in 16 inch, 24 inch, and 35 inch sizes.

THE OFFICIAL CUTTER

FOR INDIVIDUAL SERVICE

The Official Cutter is a low priced machine manufactured especially to meet the requirements of the individual. The Official has a table of hardwood, ruled in graduations of one inch, making it a convenient cutting guide at any point. The gauge is graduated to eighths of an inch. Equipped with spring-back handle, well balanced and easy to operate. The Official Cutter is made in two sizes, 12 inch and 16 inch. Write for descriptive circular and prices.

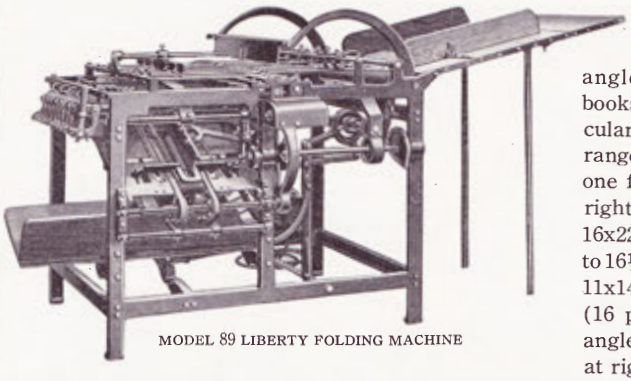


THE OFFICIAL
CUTTER

MODEL 89 LIBERTY FOLDING MACHINE

COMBINATION JOB, CIRCULAR, BOOK AND CATALOGUE MACHINE

The Model 89 Liberty Quick-Change Folding Machine does a large variety of folding. It is very simple in its mechanism and is equipped with a slip-gear which permits the parts of the machine not in use to remain idle, thereby saving both power and unnecessary wear. It will make one, two or three right-angle folds, also one right-angle fold followed by two parallel folds at right angles to the first fold. It will handle books, booklets, briefs, catalogues, circular letters, price lists, covers, etc. Its range of work is as follows: 6x6 to 22x32, one fold (4 pages); 7x11 to 22x32, two right-angle folds (8 pages); 5½x12 to 16x22, two parallel folds (8 pages); 5½x9 to 16½x16, two parallel folds (6 pages); 11x14 to 22x32, three right-angle folds (16 pages); 11x14 to 22x32, one right-angle fold followed by two parallel folds at right angles to first fold (16 pages); 5½x9 to 16½x16, two parallel folds (accordeon), 6 pages; 8½x11 to 16½x24, three folds, letter-fold.



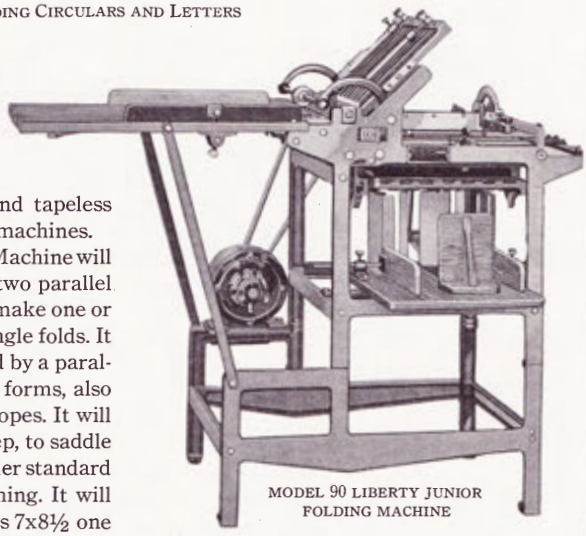
MODEL 89 LIBERTY FOLDING MACHINE

The Model 89 Liberty Quick-Change Folding Machine has a 16 page perforator regulator equipment. Send for descriptive circular of the complete line of Liberty Folding Machines. Quotations will be made upon request.

MODEL 90 LIBERTY JUNIOR FOLDING MACHINE

FOR FOLDING CIRCULARS AND LETTERS

The Model 90 Liberty Junior Folding Machine is built in a first class manner throughout, and has a range of 5½x6 inches to 17x22 inches. It makes all the useful and standard folds required of a machine of its kind. It has all the advantages of both tape and tapeless machines, being a combination of both machines.



MODEL 90 LIBERTY JUNIOR FOLDING MACHINE

The Model 90 Liberty Junior Folding Machine will make one right-angle fold followed by two parallel folds at right angles to first fold. It will make one or two parallel folds, or one or two right-angle folds. It will make two right-angle folds followed by a parallel fold. It will fold 4, 6, 8 and 16 page forms, also letters for either single or double envelopes. It will fold 8 or 16 page forms one or more deep, to saddle stitch, insert or gather; also, 6 pages either standard or accordeon or 12 pages for side stitching. It will fold 8 pages oblong on pages as large as 7x8½ one on, or 8 pages oblong on pages as large as 5½x8½ two on. It will handle pages as large as 8½x11¼ inches 4 and 8 page forms, or 6, 12 and 16 page forms with pages as large as 4¼x11¼. It will handle a page as small as 2⅞x5½ on any of the above forms and do the work accurately and entirely satisfactorily.

Any establishment doing a considerable amount of booklet and circular work will find the Model 90 Liberty Junior Folding Machine of great assistance in turning out the work rapidly.

Write for circulars and prices on the complete line of Liberty Folding Machines

HAMILTON STEEL BINDERY TABLES

These have angle iron frames and reinforced steel tops. The standard height is 32 in., but other heights approximating the standard will be supplied on special order.

No. 16450 Steel Bindery Table, working surface 36x72 in., four legs, as illustrated. Approximate shipping weight, 285 lbs.



No. 16460
SIZE 30X30 IN.

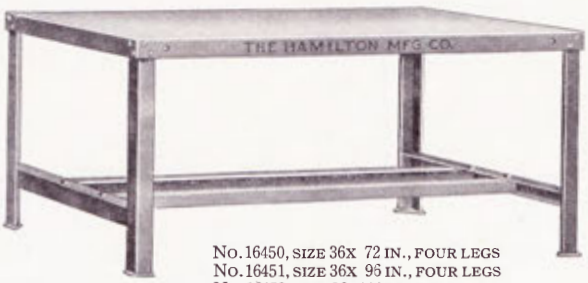
No. 16451 Steel Bindery Table, working surface 36x96 in., four legs, as illustrated. Approximate shipping weight, 375 lbs.

No. 16452 Steel Bindery Table, working surface 36x114 in., six legs. Approximate shipping weight, 435 lbs.

No. 16460 Steel Bindery Table, working surface 30x30 in., four legs, as illustrated. Approximate shipping weight, 190 lbs.

CASTER WHEELS—These tables are supplied with casters, upon special order, in any height.

The superior durability of these tables, as well as their strength and rigidity, commend them for use in binderies. They cannot be hacked with knives or worn by contact with the feet of those who use them, and will present a good appearance long after wood tables must be scrapped. Write for information and prices.

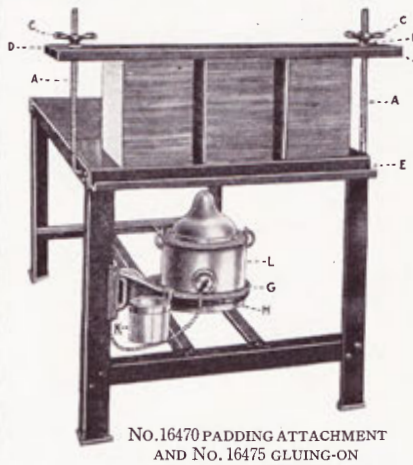


No. 16450, SIZE 36X 72 IN., FOUR LEGS
No. 16451, SIZE 36X 96 IN., FOUR LEGS
No. 16452, SIZE 36X114 IN., SIX LEGS

PADDING AND GLUING-ON ATTACHMENTS

Hamilton Steel Bindery Tables are made instantly available as padding or gluing-on tables by the addition of simple attachments, as shown in illustration.

No. 16470 Padding Attachment for Hamilton Steel Bindery Tables having a 36 in. working surface, includes drip pan (E). Approximate shipping weight, 60 lbs. Uprights (A) are 18 in. long, threaded. The padding board (D) is 10 in. wide and 44 in. long. Pressure is obtained by use of 6 in. star wheels (C) on uprights. B is metal washer between star wheel and board. The uprights extend through the flange of the table top and are held securely by a locked nut. When not in use they hang loosely at sides of table. Drip pan (E) catches the drippings from the brush or from the pads. The tables are 36 in. wide and have holes drilled in side flanges 5 in. from each end to accommodate this attachment.



NO. 16470 PADDING ATTACHMENT AND NO. 16475 GLUING-ON ATTACHMENT ATTACHED TO 36 IN. END OF TABLE

No. 16475 Gluing-on Attachment for Hamilton Steel Bindery Tables includes swinging bracket (G), pan (H) 8⅞ in. diameter, which fits into bracket, and a 4½ in. cup (K) with bracket, for holding brushes, but not the glue heater (L). Approximate shipping weight, 30 lbs.

The bracket holding the glue pot is in two parts, one attached to leg of table, the other part hinged and swinging, carrying the glue pot clear of the table either at end or side. The brush cup is attached to the bracket, and also swings clear of table. The glue heater in illustration is Type GH-2, two quarts.

BOOKBINDERS' CABINETS

MADE IN SIX SIZES

Made with bronzed pulls on each case, and highly finished. The cases are made in exactly the same style as printers' cases, with three-ply bottoms, and are same size and proportioned like one-half of the regular cap case. These cabinets may be put on or under a bench. "A place for everything and everything in its place" is a rule bookbinders should live up to, and these cabinets will help them to do it.



NO. 2 BOOKBINDERS' CABINET

DATA ON BOOKBINDERS' CABINETS

No.	Capacity	Weight Lbs.	Height Inches	Floor Space Inches
1	6 Cases	75	16	20x20
2	10 Cases	110	24½	20x20
3	15 Cases	150	33¾	20x20
4	18 Cases	190	39	20x20
5	20 Cases	210	43	20x20
6	25 Cases	250	61¾	20x20

Other sizes can be furnished. Write for prices

BOOKBINDERS' BAND AND RUBBING-UP STICKS

Made of smoothly finished rock maple, and put up in a set of six sizes—one each 3/32, 4/32, 5/32, 6/32, 7/32, 8/32 in. widths of groove. By their use the work is done much quicker, and bands of uniform width and finish are formed. The two larger sizes can be used for forming the larger bands on the backs of blank books, turning sharp corners, etc., thus taking the place of the folder, rubbing-up stick, burnisher, etc., heretofore used. Weight, per set, ¾ lb. Write for prices.

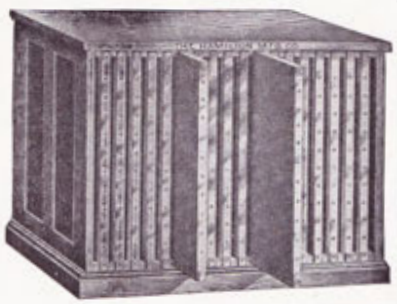
BOOKBINDERS' PRESSBOARDS

THE BEST PRESSBOARDS OBTAINABLE

This line of Bookbinders' Pressboards has been greatly developed, and is guaranteed, whether plain, laminated or brass bound, to be the best ever manufactured. They are made of selected cherry or of five-ply laminated stock. The Laminated Brass-Bound Boards are meeting with great favor, and are now used by the best and largest binders. All stock going into these boards is the best procurable. Any little defect in wood is firmly plugged and smoothed.

The Cases for holding Pressboards are of three sizes, each size in 14, 16 and 18 board capacity. Other sizes made to order. These cases are made of hardwood, nicely finished, and the sides are paneled. The boards are separated by fixed hardwood strips.

Write for information regarding the various finishes of Bookbinders' Pressboards. Quotations will be made upon request.



BRASS-BOUND PRESSBOARDS IN CASE

BOOKBINDERS' CUTTING BOARDS

FOR CUTTING LEATHER, CLOTH, ETC.

Bookbinders' Cutting Boards are made to order only of the best selected maple. They are made in three different styles, as follows: Straight-grained, diagonal-grained and end-grained. The end-grained boards are supplied with or without iron rods and binding strips. The straight-grained and diagonal-grained boards are sold by the square foot. The end-grain boards are sold by the square inch. Work on these boards should not be hurried and it will be to the customer's advantage to allow us as much time as possible for filling an order. Write for quotations.

THE ANGLE INK KNIVES

Patented March 2, 1915

Angle Ink Knives are the best, both in material and workmanship, that can be obtained. The blades are of the best Swedish steel, oil tempered and finished. The handles are of fine-grained cocobolo, and all who have used them declare they are by far the best ink knives on the market. The regular Angle Knife for general use is furnished either with the square or round end, in three sizes.



REGULAR ANGLE INK KNIFE—SQUARE END



REGULAR ANGLE INK KNIFE—ROUND END



ANGLE B INK KNIFE (FOR CYLINDER PRESSES)

	Round End	Square End
6 in., No.	601 $0.75	No. 602 $0.75
8 in., No.	801 1.25	No. 802 1.25
10 in., No.	1001 2.00	No. 1002 2.00

The Angle B Ink Knife, owing to the shape of the blade, enables the operator to clean out the press fountain in much less time than it can be done with the ordinary ink knife. The shape of this knife blade enables the operator to get down under the distributor in the fountain and cleanse it thoroughly without the aid of other appliances—something that cannot be done with other ink knives. In purchasing an ink knife ask for the Angle, and you will be sure to have the best in the market.

The Angle B Ink Knife is specially designed for cylinder presses and is superior to any other ink knife made for that purpose. It is made in two sizes:

8 inch, Angle B, No. 803.....$2.00 10 inch, Angle B, No. 1003.....$3.00

STYLE B INK KNIVES

Style B Ink Knives have straight blades. They are made of excellent material, will stand hard usage and are guaranteed to do the work.



STYLE B INK KNIFE

Style B, 6 in. No. 604 $1.00
Style B, 8 in. No. 804 1.75
Style B, 10 in. No. 1004 2.75
Style B, 12 in. No. 1204 3.50

ROUND OR SQUARE END SPATULAS



ROUND END SPATULA, STYLE A

Round or Square End Spatulas have a thin pliable blade and are preferred by some pressmen, as they are especially useful for mixing small quantities of color.

4 inch Spatula—No.	405 Round End.....$0.50		
6 inch Spatula—No.	605 Round End..... .75	No. 606 Square End.....$0.75	
8 inch Spatula—No.	805 Round End..... 1.00	No. 806 Square End..... 1.00	
10 inch Spatula—No.	1005 Round End..... 1.75	No. 1006 Square End..... 1.75	
12 inch Spatula—No.	1205 Round End..... 2.25	No. 1206 Square End..... 2.25	

CHALLENGE INK SPADE



Price, each.....$0.90

MARBLE INK SLABS

Marble Ink Slabs for the pressroom or for proof presses can be supplied in various sizes. We handle the product of the best quarries only and guarantee the workmanship to be satisfactory in every way. Write for information and prices.

Wood Types

A Wood Type Specimen Book will be submitted on application to printers who have use for it

Wood Types are made in so large a variety of faces as to make it impracticable to display them in this book

Wood Types sold by us are cut on the end grain of maple and are unexcelled in printing qualities and in durability

American Type Founders Company

EVERYTHING FOR THE PRINTER

The Taylor Color-Harmony Chart

AND

HARMON-INKS

A HARMONIC SYSTEM OF SIMPLIFIED COLOR PRINTING

HARMON-INKS at last makes it possible for every printer to achieve a superiority in color combination with a minimum of effort and expense. Color in printing is in great demand and is profitable for the printer who can handle it right; and every printer with Harmon-Inks may now have a highly proficient art department which will instantly solve Color Harmony problems with artistic taste and precision.

HARMON-INKS: An equipment consisting of Taylor Color-Harmony Chart and corresponding ready-mixed colored inks for carrying out the wide selection of color combinations provided by the chart. The manufacturer of these inks has devoted much time to chemical and scientific research in perfecting the colors.

THE TAYLOR CHART is the only method whereby a printer can instantly see Color Harmonies of more than two colors. By using the colored inks as indicated on the chart absolute Color Harmony in the finished job is assured.

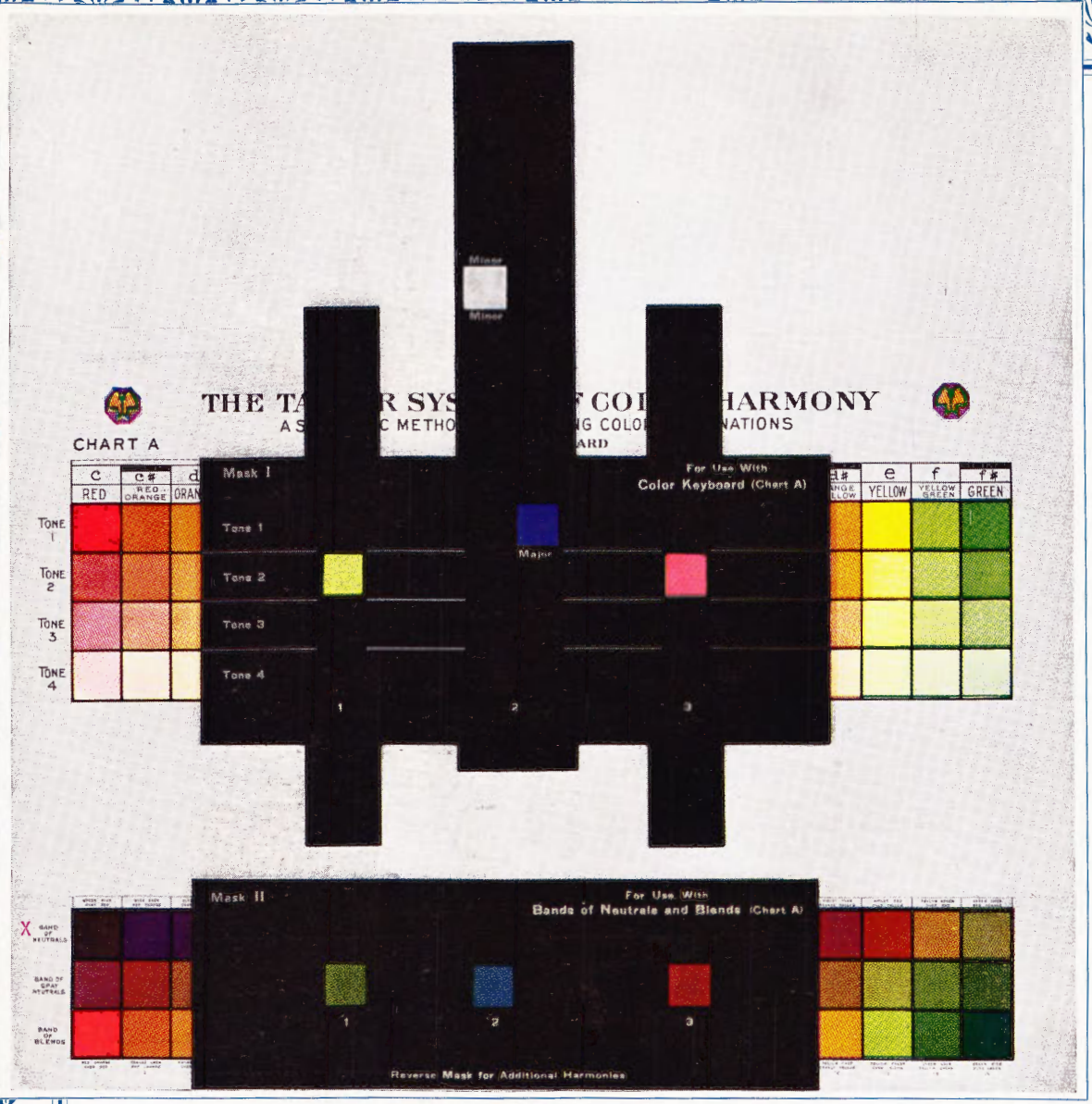
COLOR HARMONY in printing presents most important though often annoying problems. Harmon-Inks will solve these problems *quickly, adequately*, and without chance of mistake. Also gives to printers a means to increase the number of color jobs, for they can with such a convenient aid demonstrate to customers how well any particular job would look in colors; and then do it accurately, without experiment or annoyance, by using the corresponding ready-mixed inks.

UNTIL recently many printers could not compete successfully on color work with establishments that had art departments, but in the following pages we show how *any printer* can with Harmon-Inks make pleasing and well balanced color suggestions on prospective jobs, and carry out his suggestions with the identical colored, ready-mixed inks contained in the equipment.

HARMON-INKS—*Manufactured by the* SIGMUND ULLMAN COMPANY

Supplied by the AMERICAN TYPE FOUNDERS COMPANY

at all its Selling Houses



Size 22x28 inches. Lithographed in seventeen impressions. Shows ninety-six individual colors. Printed on fine stock and reinforced with linen. Simple instructions printed in twelve point type on sheet. Only equipment used is three masks and chart.

The TAYLOR CHART *in Color Printing*

THE use of this chart is very easy. Harmonies of two, three or more colors are instantly made visible by laying the masks with cut-out windows on the chart, consequently, a printer can see and determine in advance the colors best suited for the job, and then using the inks supplied with the equipment, he prints in exactly the same harmonious colors.

Now notice the line marked X on the color illustration. This shows the effect when one color is printed over another color. You can use two harmonious colors as shown by the mask, and print in three colors, knowing beforehand what the third color will look like—a tremendous advantage to the printer.

EQUIPMENT

1

Taylor Color-Harmony Chart and three masks, with simple directions.

2

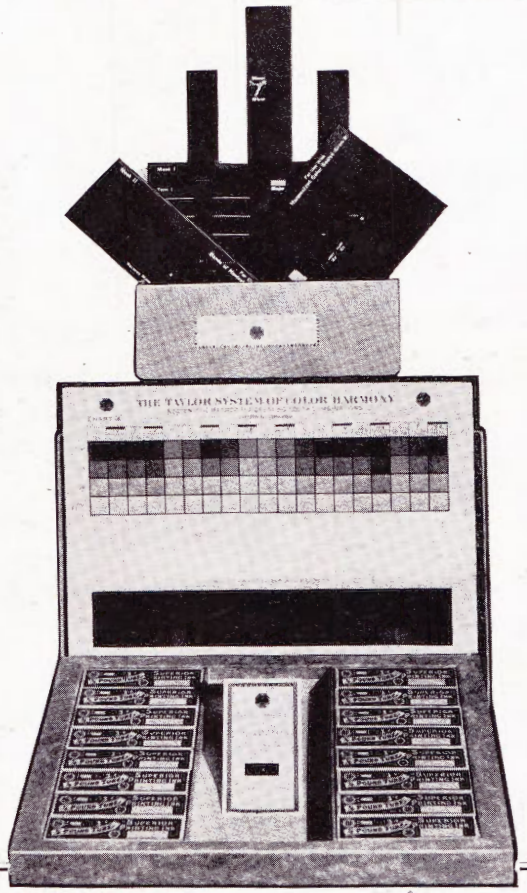
Twelve Spectrum Colored Printing Inks in ¼-lb. tubes, ready mixed and corresponding absolutely to colors on chart.

3

Two ¼-lb. tubes of white ink and two ¼-lb. tubes of black ink.

4

Directions for making various tones of colors by aid of screens, or mixing white and black.



ONE quarter-pound tube of each of the twelve spectrum colors shown on the chart comes with this equipment, and additional orders for these colors can be obtained in various sized packages from the American Type Founders Company at its Selling Houses.

Sigmund Ullman Company, leaders in the printing ink industry, have devoted much time to chemical and scientific research in the production of these colors, not alone from an artistic standpoint, but from the practical standpoint of their working qualities, which, when all is said and done, is a most important part to every printer.

List Price of separate Charts $15.00 List Price of 4 lbs. Colored Ink $15.00

Price of HARMON-INKS Outfit, including above $25.00

	In 1-lb. Cans	Per lb. In ¼-lb. Tubes	Per ¼-lb. Tube
HARMON-INKS Red	$2.50	$3.25	$0.85
HARMON-INKS Red Orange	2.00	2.75	.75
HARMON-INKS Orange	2.50	3.25	.85
HARMON-INKS Orange Yellow	2.00	2.75	.75
HARMON-INKS Yellow	1.50	2.25	.60
HARMON INKS Yellow Green	1.50	2.25	.60
HARMON-INKS Green	1.50	2.25	.60
HARMON-INKS Green Blue	$2.00	$2.75	$0.75
HARMON-INKS Blue	1.50	2.25	.60
HARMON-INKS Blue Violet	2.00	2.75	.75
HARMON-INKS Violet	2.50	3.25	.85
HARMON-INKS Violet Red	3.00	3.75	1.00
HARMON-INKS Mixing White	1.50	2.25	.60
HARMON-INKS Mixing Black	1.50	2.25	.60

How HARMON-INKS *Will Build Up Your Color Printing Business*

EXAMPLE NO. 1

A prospective customer would like to have a dealer circular, booklet or bulletin printed. He has invariably used black and white, but has lately learned of the greater effect of color. He knows little about color printing except that he has seen some color jobs. He therefore asks the printer's advice, and *until now* the printer was handicapped through lack of color harmony knowledge, and, secondly, the trouble of matching commercial inks with colors selected. This problem is easily solved by Harmon-Inks, with no loss of time and no mistakes.

EXAMPLE NO. 2

Suppose a more elaborate piece of work is in question, say, a pamphlet for a summer resort. It is desired to produce a job which will effectively show the attractions and recreations of the resort. Sketches of a tennis court with male and female figures will be shown; bathing, boating and golfing in the scenes. The customer is prepared to pay for a good job in three, four or even five colors. What colors should be used that will produce an attractive booklet with the colors of the various scenes in harmony? The women's costumes with bathing suits, the knit outerwear of the men, can be shown in various bright colors that are attractive and in harmony.

These color combinations can be *instantly* determined, using the masks on the Taylor Chart, and if the plates are designed so as to print one over the other the resultant color can also be seen and determined upon beforehand through the use of the chart.

HARMON-INKS

Manufactured by the SIGMUND ULLMAN COMPANY *and supplied by the*

AMERICAN TYPE FOUNDERS COMPANY

at all its Selling Houses

ELECTROTYPE ITEMS

Electrotyped Newspaper Headings and Sub-Headings, Date Lines, Cuts, Seals, Emblems, Etc.

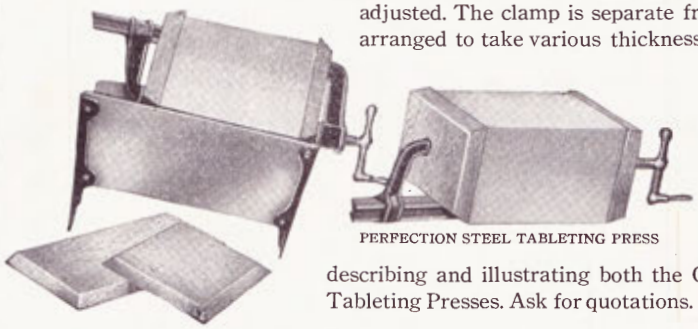
In view of the limited and lessening demand—and the extremely high cost of electrotypes—Newspaper Headings and Sub-Headings, Date Lines, Seals, Emblems and all other electrotyped cuts have been omitted from this catalogue; but orders for any item in this particular line which may be selected from the catalogues or pamphlets previously issued by the American Type Founders Company will be filled when possible at the prevailing market prices

ALL THE CUTS AND ORNAMENTS SHOWN IN THIS CATALOGUE ARE CAST IN TYPE MOLDS

PERFECTION STEEL TABLETING PRESSES

MADE OF STEEL AND IRON

The Perfection Steel Tableting Press is made of steel and iron. It will handle any number of sheets up to 3000 with greatest ease. Is made sloping so that paper will rest alone while being adjusted. The clamp is separate from the box and is quickly arranged to take various thicknesses. Pressure is obtained by turning the screw crank. The Perfection Steel Tableting Press, sheet steel holder, is sold complete with clamp and five boards. Extra clamps and boards may be purchased.



PERFECTION STEEL TABLETING PRESS

Send for circulars fully describing and illustrating both the Golding and the Perfection Tableting Presses. Ask for quotations.

GOLDING TABLETING PRESSES

MADE IN TWO SIZES

The Golding Tableting Press is a very simple device for tableting all kinds of paper stock. It is built of iron and wood and is strong and convenient. Is made in two sizes: No. 1 holds 2000 sheets any size up to 6x12 inches; No. 2 holds 5000 sheets any size up to 8½x16 inches. No. 1B is the same as No. 1, but complete with bundling blocks. No. 2B is the same as No. 2, but complete with bundling blocks. The bed of No. 2 is hinged to a bracket and may be used in a horizontal or perpendicular position.



GOLDING TABLETING PRESS

Tableting Presses are a good investment and will save their cost in a very short space of time. Every printing office has more or less scrap paper that can easily be put up in pads which may be readily sold if desired. The use of Tableting Presses makes this work easy and profitable.

STA-WARM ELECTRIC GLUE POTS

WITH AUTOMATIC CONTROL OF HEAT

Sta-Warm Electric Glue Pots maintain a temperature of about 145 degrees, which is scientifically proven to be the proper heating point for glue. The Sta-Warm positively will not burn the glue. Made for either alternating current or direct current, 110 or 220 volts. Any printer or bookbinder using glue to a considerable extent will find this pot a time and trouble saver.

Made in the following sizes: pint, quart, 2 quart, gallon, 2 gallon and 5 gallon. Send for descriptive circular and prices.



STA-WARM ELECTRIC GLUE POT



WATER GLUE POTS

These are double pots, the inner or glue pot being porcelain lined.

No. 2—Capacity 1½ pints	$1.60
No. 3—Capacity 1¾ pints	2.00
No. 4—Capacity 2¾ pints	2.40
No. 5—Capacity 3¾ pints	2.75
No. 6—Capacity 4½ pints	3.25

CEMENT BRUSHES



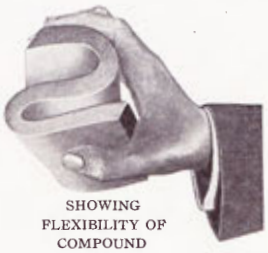
CEMENT BRUSH

1 inch	$0.35	2 inches	$0.50
1½ inches	.40	3 inches	1.00
3½ inches	$1.60		

NUREX TABBING COMPOUND

A NON-INFLAMMABLE FLEXIBLE TABBING COMPOUND

Nurex Tabbing Compound is a patented article that insures an exceedingly flexible and unusually satisfactory pad whenever paper is to be tabbed. It is applied cold, and dries within a few minutes after it is put on. Always works the same in any climate, summer or winter. Does not get sticky in damp weather and never cracks under the paper cutter clamp. It is put up in either quart or gallon cans; colors, red and natural.



SHOWING FLEXIBILITY OF COMPOUND

Nurex Reducer, which is used only when the Compound becomes too thick, is also put up in gallon and quart cans. The Nurex Tabbing Pot (as illustrated) is made especially for Nurex Padding Compound, and is an important part of the outfit. A circular fully describing the Nurex Tabbing Process and giving prices of the Compound, Reducer and Cans will be sent on request.



NUREX TABBING POT

TABLET KNIFE



TABLET KNIFE

The tablet knife has extra thin, strong blade made of approved design.

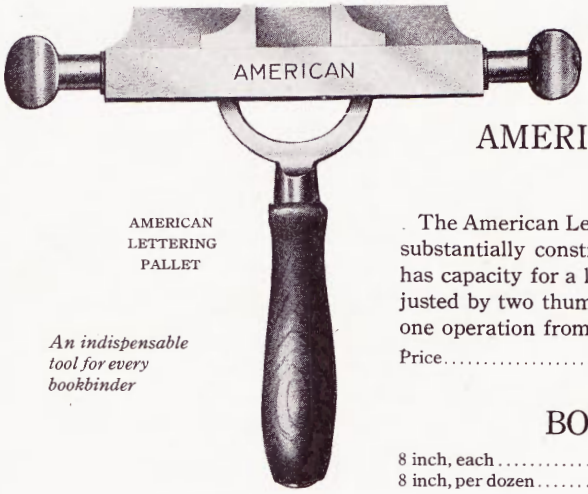
Tablet Knife, each $0.45

LIQUID PADDING GLUE

This Liquid Padding Glue is an elastic, tough, quick drying preparation which is always ready for use and requires no heating. It is not subject to change of temperature, but is perfect under all conditions. It is free from odor and is furnished in red, blue, green or colorless, as may be desired.

PRICES OF LIQUID PADDING GLUE

Half-pint cans	$0.30
Pint cans	.50
Quart cans	.90
Gallon cans	3.00



AMERICAN LETTERING PALLET

An indispensable tool for every bookbinder

AMERICAN LETTERING PALLET

The American Lettering Pallet is made of solid brass, substantially constructed and handsomely finished. It has capacity for a line 4⅞ inches long. It is readily adjusted by two thumbscrews, which center the line with one operation from either end.

Price $12.00

BONE FOLDERS

8 inch, each	$0.35
8 inch, per dozen	3.50

PAPER PAD COUNTER

This Pad or Paper Counter is a device adjustable for dividing any number of sheets into equal parts for padding. The gauge is nickel plated and adjustable up to 1⅝ inches.

Price $1.00



PAPER PAD COUNTER

SUPERIOR STEREOTYPE CASTING BOXES

MADE IN SIX SIZES: WITH AND WITHOUT CORES

Each coreless casting box, Nos. 100, 200, 300 and 400, is furnished with one set of bearer gauges, as selected. Each cored casting box, Nos. 103, 204, 305, 406, 407 and 408, is furnished with one set of type-high by base-high bearer gauges and two side type-high by 11 point bearer gauges. A set of bearer gauges consists of two side gauges with handle and one end gauge.



SUPERIOR CASTING BOX, OPEN, WITH BEARER GAUGES

Casting boxes Nos. 100, 103, 200, 204 have single handles for lifting the covers. Other sizes have two handles, one on each side, as illustrated, for lifting the covers.

Cored Casting Boxes for casting cored type-high plates, will also cast solid plates, type-high or base-high when the cores are detached. As regularly made the cores are spaced to cast columns of 12, 12½ or 13 pica widths, by placing the thin gauge the proper distance from the outside gauge. The cores are detached easily.



SUPERIOR CASTING BOX, WITH REMOVABLE CORES

DIRECTIONS FOR MAKING GOOD STEREOTYPES

The box must be heated before a good cast can be made. This is done by taking one or more blank casts before placing matrix. Matrix must be heated in a flat position before casting. This may be done by placing it upon the hot bed of casting box, weighting it to prevent curl. Casts should be made on smooth cardboard, placed under bearer gauges, extending beyond the bearers and also extending two inches beyond mouth of casting box. Another cardboard should be placed over all gauges, overlapping them in all directions. Cardboard is a better conductor of stereo metal than cast iron. Casts should be made at the bottom of the box, and centered between sides of the box.

PARTICULARS OF SUPERIOR CASTING BOXES WITH AND WITHOUT CORES

No.	Size of Bed In.	Largest Size of Plate Cast In.	Number of Solid Columns Cast	Number of Cored Columns Cast	Sets of Gauges Furnished	Approx. Shipping Weight Lbs.
100	9½x14	8½x12	3	—	1	140
200	13½x22	12¼x20	4	—	1	265
300	14x26	12¾x23¾	5	—	1	350
400	20x28	18½x25½	8	—	1	630
103	9½x14	8½x12	3	3	2	150
204	13½x22	12¼x20	4	4	2	285
305	14x26	12¾x23¾	5	5	2	380
406	20x28	18½x25½	6	6	2	665
407	20x28	18½x25½	8	7	2	670
408	20x28	18½x25½	8	8	2	675

OUTFIT OF STEREOTYPING MATERIALS AND TOOLS

An outfit for stereotyping requires, in addition to Metal Furnace, Ladle and Skimmer, a Beating Brush, a box of Black Lead, a box of French Chalk, an Oil Brush, a Matrix Shears, large and small Chisels, a Mounting Hammer, a Punch, a Nail Set, a box of Nails and a box of Tacks. This outfit, or any part of it, is supplied only when specially ordered.

Prices of Blankets and Prepared Matrix Paper for wet process stereotyping and Wood for mounting thin plates will be quoted on request.



BEARER GAUGES

The three upper gauges are type-high or base-high. The three lower gauges are type-high or plate-high.



STEREOTYPE BEATING BRUSH

The bristles are 3x4 in.; back of brush, 3½x6 in.; and the handle, 12 in. long.

SUPERIOR METAL FURNACES

MADE IN FOUR SIZES FOR GAS, AND ONE SIZE FOR COAL OR WOOD

Superior Metal Furnaces, for heating with gas, consist of a furnace, as illustrated, and a hood. The furnaces may be purchased separately, but this is not advised, as the hood provides the means of carrying off the unhealthy fumes through standard stovepipe to flues or through walls or windows. The hood also has the advantage of enabling the user to put in a greater amount of old metal than can safely be put in the open melting pot.



SUPERIOR METAL FURNACE FOR GAS





SUPERIOR METAL FURNACE FOR COAL OR WOOD

The melting pots are so shaped that the flames attack the sides as well as the bottoms, as illustrated above, thus bringing the metal to the melting point quicker than can be done with the ordinary type of metal pots.

No. 120-H Superior Metal Furnace, for gas, with hood, iron pot and 1 burner. Capacity, 300 lbs. Approximate shipping weight, 177 lbs.

No. 122-H Superior Metal Furnace, for gas, with hood, iron pot and 2 burners. Capacity, 700 lbs. Approximate shipping weight, 250 lbs.

No. 123-H Superior Metal Furnace, for gas, with hood, steel pot and 2 burners. Capacity, 700 lbs. Approximate shipping weight, 295 lbs.

No. 124-H Superior Metal Furnace, for gas, with hood, steel pot and 2 burners. Capacity, 1000 lbs. Approximate shipping weight, 365 lbs.

No. 125-H Superior Metal Furnace, for gas, with hood, steel pot and 2 burners. Capacity, 1500 lbs. Approximate shipping weight, 415 lbs.

No. 126-H Superior Metal Furnace, for coal or wood, with hood, iron pot, fire box and ash pan. Capacity, 300 lbs. Approximate shipping weight, 200 lbs.

SUPERIOR SKIMMERS



Five inch—34 in. long. Six inch—42 in. long.

SUPERIOR LADLES



Six inch—27 in. long. Six inch—35 in. long.



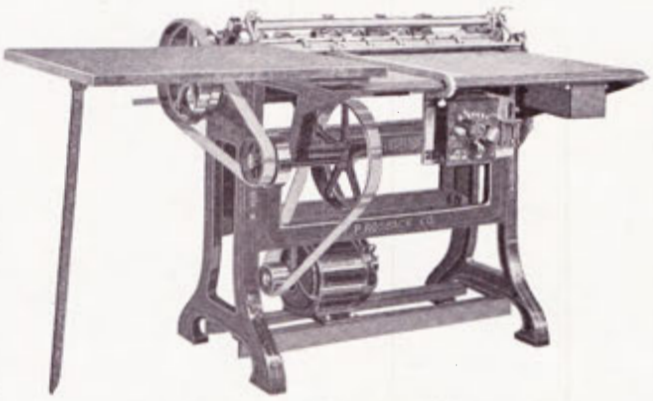
SUPERIOR INGOT MOLDS

30-Ingot Pan: Capacity, 50 lbs., 1⅔ lb. pigs, as illustrated.
20-Ingot Pan: Capacity, 50 lbs., 2½ lb. pigs.
9-Ingot Pan: Capacity, 27 lbs., 3 lb. pigs.

ROSBACK ROTARY PERFORATING MACHINE

*For other Rosback Perforating Machines see pages 985 and 986

The Rosback Rotary Perforating Machine makes a slot or hyphen-hole perforation and also a knife-cut perforation. It trims, scores and crimps or creases loose-leaf ledger sheets. It is also equipped with an adjustable book-cover creaser which has a capacity of from 3/16 inch up to any thickness that may be desired. The Rosback Rotary Perforator is in use at the present time in some of the largest plants in the country, and is giving excellent results. It is built upon strictly mechanical principles, and it has no large drum, no belts, bands or tapes to keep in repair. It is a rapid and accurate machine and possesses every necessary improvement. The knife-cutting heads are designed to cut clean and will last a long time and with proper care they should prove to be indestructible. The scoring heads will score perfectly anything from three-ply to very thin stock. The slitting heads cut shear style, smooth and clean, and will slit or trim anything from three-ply or four-ply stock to the thinnest. They will trim separately or in connection with the perforating heads, as desired. The crimping heads (creasing) make the stock pliable, and any style of heads can be furnished.



ROSBACK ROTARY PERFORATOR EQUIPPED WITH MOTOR

The Rosback Rotary Perforating Machine perforates 30 inches square. With tables spread it requires a floor space of 5x5½ feet. Weight, crated for shipment, 715 lbs.

ROSBACK STEAM POWER PERFORATOR

Standard Sizes: 24 Inch and 28 Inch

*For other Rosback Perforating Machines see pages 985 and 986

The Rosback Steam Power Perforators are equipped with the same improvements as the foot power machines. They are acknowledged as the standard of excellence. The equipment includes extra heavy hardened steel dies and tool steel hardened punches that outlast regular dies.

Rosback Steam Power Perforators, in addition to the standard sizes, can be obtained in larger or smaller sizes to order at moderate prices.

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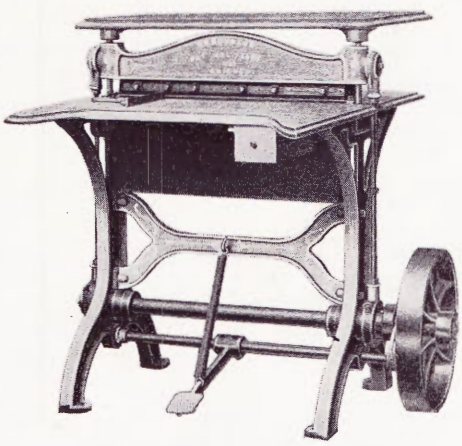
*The complete line of Rosback Perforating Machines, other than those shown on this page, consists of:

Rosback Hand Perforator, shown on page 985.

Rosback Round-Hole Rotary Perforator, shown on page 985.

Rosback XX Heavy Power Perforator, shown on page 986.

Rosback Foot Power Perforator, on page 986.



ROSBACK STEAM POWER PERFORATOR
MADE IN TWO SIZES

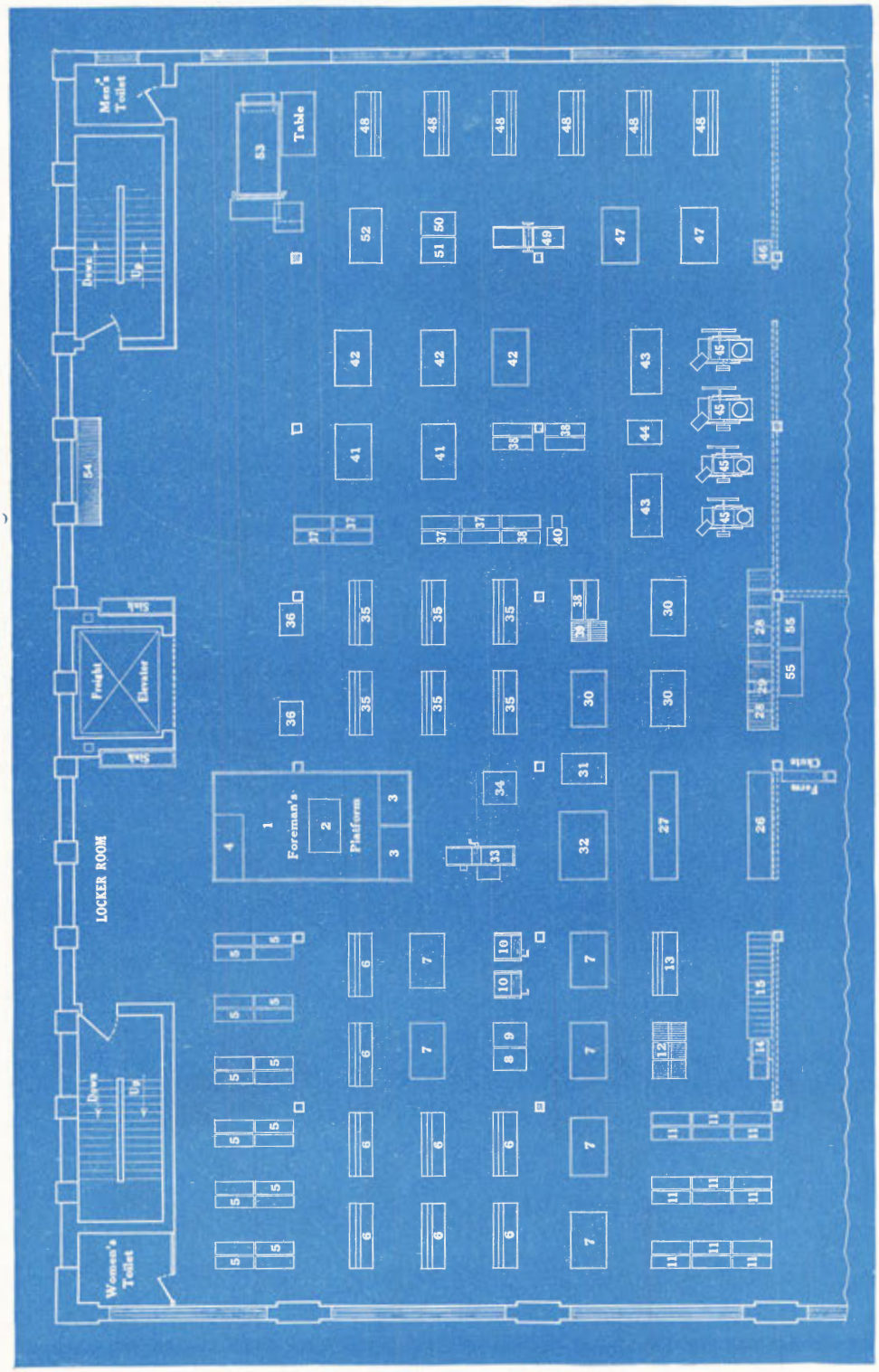
For other Perforating Machines, power, treadle and lever, see pages 984-987

SCIENTIFIC EQUIPMENTS SCIENTIFICALLY ARRANGED

American Cut-Cost System of Printing Plant Equipments



CONCENTRATION AND EFFICIENCY ARE INSEPARABLE



Floor plan of a complete all-steel Cut-Cost Composing Room, arranged in composition units, in use by The A. S. Gilman Printing Company of Cleveland, Ohio. Plan for this and two other floors prepared by a Production Engineer of the Efficiency Department of the American Type Founders Company

AMERICAN CUT-COST SYSTEM OF PRINTING PLANT EQUIPMENT

DESIGNED AND DEVELOPED BY THE EFFICIENCY DEPARTMENT
OF THE AMERICAN TYPE FOUNDERS COMPANY AND
FOR SALE AT ALL ITS SELLING HOUSES
COVERING THE CONTINENT

I

A Statement of the Work Done for Printers by the Production Engineers of our Efficiency Department

II

A Descriptive Catalogue of the Time-Saving and Space-Saving American Cut-Cost Equipments

American Cut-Cost Equipments are usually
made in both Steel and Wood

AMERICAN TYPE FOUNDERS COMPANY

"Covering the Continent"

1923

Printing Plant Efficiency is Vital to the Success of the American Type Founders Company

WE HAVE an interest in the equipments herewith presented beyond the desire to sell them. Our success must follow the success of our customers. Success in any industry depends largely upon the efficiency of the plant equipments. In printing plants every inefficient composing room or pressroom is a hindrance to the success of the American Type Founders Company. We have, therefore, through our Efficiency Department, given much study to means for reducing the costs of producing printing, with a view to increasing the profits of our customers. To the same end the advice of our production engineers is offered, with what good results is explained in the following pages.

Cut-Cost Equipments are Unequaled Space-Savers: Fewer pieces of equipment are used in Cut-Cost Composing Rooms, because in each piece all related materials are concentrated. Numerous composing rooms which formerly were congested with equipments designed to carry only one kind of materials, have been made to accommodate more workmen, with more room for each of them, when refitted with Cut-Cost Equipments. Occupying considerably less area, a Cut-Cost Composing Room Equipment reduces the travel of each workman, saving many minutes per man per hour. Many nationally known users of Cut-Cost Composing Rooms have testified to their remarkable economies.

System in Design Effects Notable Savings of Time

In the Cut-Cost Equipments, for the first time, the various items function with each other after the manner of the parts of a machine. Though each has its individual use, and may be used separately, greater economies of time and easiness of production are effected when all the pieces are used together. A complete Cut-Cost Composing Room is in effect an efficient type-form producing machine.

Steel or Wood? A Question of Ultimate Economy: Whether made in steel or in wood, items of similar design have equal efficiency as aids to production. Steel construction, however, is preferable and much more economical in the end. Steel is more durable; it not only outlasts wood, but retains a good appearance for years after wood has become shabby and shopworn. Steel is a fire preventive; fire insurance rates are lower on printing plants equipped in steel, which is an important consideration. Steel resists water damage; steel equipments survived the great floods in Galveston and in Ohio, when wood equipments were ruined. In printing house fires, water usually does most damage.

Supreme Service

THE EFFICIENCY DEPARTMENT

MAINTAINED BY THE AMERICAN TYPE FOUNDERS COMPANY

To Make Floor Plans for New Plants or for Old Plants about to be removed.

To Re-Route the Work in Printing Plants for the purpose of Reducing the Cost of Production.

To Advise Printers and Architects in all matters relating to the Construction and Rearranging of Printing Plants, with the purpose of securing maximum efficiency.

To Design Special Equipments for the purpose of Minimizing the Cost of Production on Large or Special Contracts.

For the Services of the Efficiency Department of the AMERICAN TYPE FOUNDERS COMPANY *apply to the Manager of the nearest Selling House*

WHAT PRINTERS ARE OFFERED BY THE EFFICIENCY DEPARTMENT OF THE AMERICAN TYPE FOUNDERS COMPANY

THE purpose of this department is to increase production in printing plants, especially in composing rooms, by re-routing the work and improving the equipment on a scientific basis. With a large staff of experienced production engineers, each a practical printer, hundreds of printing plants have been made very much more profitable at less expense, on the average, than would be incurred in adding a cylinder press, while the annual savings are, as a rule, much greater than the profits that could be made by equal investments in presses.

Savings Unusually Great. On an occasion one of our production engineers achieved extraordinary economies. By changes in the equipment and in the routing of work in a specialty department in the big plant of the Haywood Publishing Company, Lafayette, Ind., which eliminated overtime, the cost of production was cut 35 per cent. In another department, on 32-page magazine forms, pages 6x9 in., an average saving of one and one-half hours was made on each make-up. In rearranging and improving the equipment of the Burnett Printing Company, Rochester, N. Y., another of our production engineers effected a saving of 50 per cent in rent, simply by gaining so much space on one floor that it became unnecessary to continue to pay rent for a second floor, although the volume of production was increased. One of the greatest merits of our Cut-Cost System of Printing Plant Equipment is that every piece in it saves floor space, and thus reduces the travel of each employee, so true it is that *Concentration and Efficiency are Inseparable.*

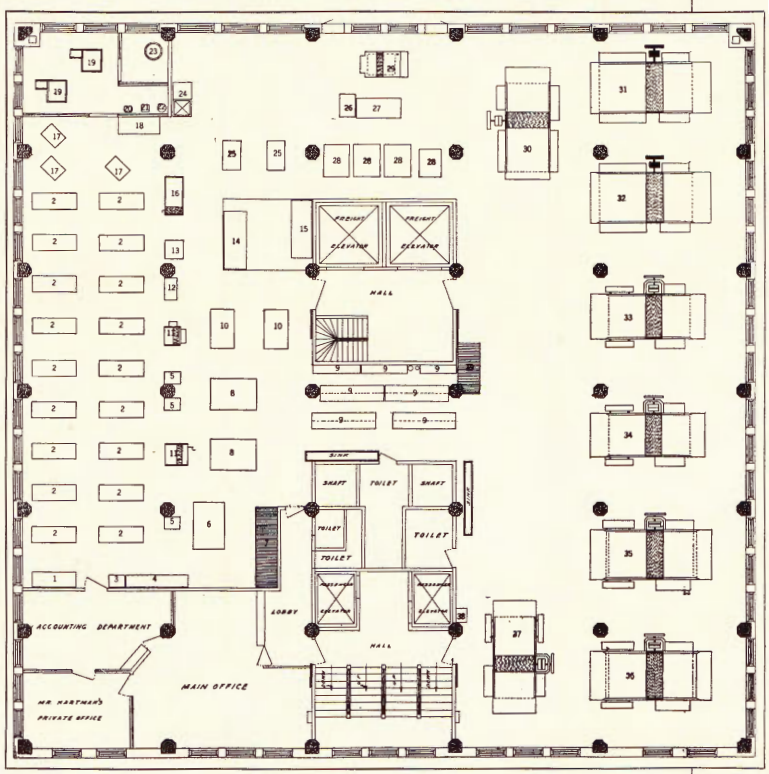


Fig. 1—Photographic reproduction of layout of one floor of plant of Excelsior Printing Company of Chicago (including complete steel Cut-Cost composing room), prepared by a production engineer of the Efficiency Department of the American Type Founders Company. Mr. W. J. Hartman, previous owner, apostle of the cost-finding movement, for whom this work was done, reported that cost of production was reduced 20 per cent.

Practicable Savings. However, our production engineers do not claim ordinarily to be able to reduce costs 35 per

cent, nor to cut rentals in half, although the two instances cited can be matched by others almost as extraordinary. In usual practice it is a simple matter to increase production in a satisfactory degree. Efficiency in a composing room consists of making it possible for each man to do his work more easily, and therefore more quickly, than he has been doing. *It resolves itself into a means of saving minutes.* Take care of the minutes and the hours will take care of themselves. All our production engineers aim to do is to save a certain number of minutes per hour per man—which is no miracle at all. If a production engineer can make it possible for the men in a composing room to do on an average as much work in 54 minutes as they formerly averaged in 60 minutes, that is a gain of 10 per cent in production. If the men who save 6 minutes an hour are paid $45 per week, the gain is nearly 1¾ cents a minute, or a gain of $4.50 per man per week. In 50 weeks it is $225 per man, as demonstrated in the table printed below—"The Significance of a Minute." This is as good as a 10 per cent reduction in wages, with both employee and employer satisfied. Thus our mini-

THE SIGNIFICANCE OF A MINUTE

Weekly Wage	Cost per Minute per Man	Weekly Gain per Man when **6 Minutes** per Hour are Saved	Annual Gain per Man when **6 Minutes** per Hour are Saved	Weekly Gain per Man when **9 Minutes** per Hour are Saved	Annual Gain per Man when **9 Minutes** per Hour are Saved	Annual Gain per Man when **12 Minutes** per Hour are Saved
$55.00	$0.0208	$5.50	$275.00	$8.25	$412.50	$550.00
54.00	.0205	5.40	270.00	8.10	405.00	540.00
53.00	.0200	5.30	265.00	7.95	397.50	530.00
52.00	.0196	5.20	260.00	7.80	390.00	520.00
51.00	.0193	5.10	255.00	7.65	382.50	510.00
50.00	.0189	5.00	250.00	7.50	375.00	500.00
49.00	.0185	4.90	245.00	7.35	367.50	490.00
48.00	.0181	4.80	240.00	7.20	360.00	480.00
47.00	.0178	4.70	235.00	7.05	352.50	470.00
46.00	.0174	4.60	230.00	6.90	345.00	460.00
45.00	.0170	4.50	225.00	6.75	337.50	450.00
44.00	.0166	4.40	220.00	6.60	330.00	440.00
43.00	.0162	4.30	215.00	6.45	322.50	430.00
42.00	.0159	4.20	210.00	6.30	315.00	420.00
41.00	.0155	4.10	205.00	6.15	307.50	410.00
40.00	.0151	4.00	200.00	6.00	300.00	400.00
39.00	.0147	3.90	195.00	5.85	292.50	390.00
38.00	.0143	3.80	190.00	5.70	285.00	380.00
37.00	.0140	3.70	185.00	5.55	277.50	370.00
36.00	.0136	3.60	180.00	5.40	270.00	360.00
35.00	.0132	3.50	175.00	5.25	262.50	350.00
34.00	.0128	3.40	170.00	5.10	255.00	340.00
33.00	.0125	3.30	165.00	4.95	247.50	330.00
32.00	.0121	3.20	160.00	4.80	240.00	320.00
31.00	.0117	3.10	155.00	4.65	232.50	310.00
30.00	.0113	3.00	150.00	4.50	225.00	300.00
29.00	.0109	2.90	145.00	4.35	217.50	290.00
28.00	.0106	2.80	140.00	4.20	210.00	280.00
27.00	.0102	2.70	135.00	4.05	202.50	270.00
26.00	.0098	2.60	130.00	3.90	195.00	260.00
25.00	.0094	2.50	125.00	3.75	187.50	250.00

Fig. 2—Table showing the cost per minute of weekly wages in printing houses.

mum saving in many instances will turn a net loss in production into a net profit.

Ordinary Savings. But we do very much better than save 6 minutes per man per hour. We frequently effect a saving of 20 per cent, which means that the men do as much work in 48 minutes as they formerly did in 60 minutes. If the wage is $45, this saving amounts to $9 per man per week, and the annual gain is $450. The minimum result our production engineers are satisfied with is a saving of 9 minutes per man per hour. At $45 per week of 44 hours this saving amounts to $6.75 per man per week, which is $337.50 per man per year. This is a saving which is ordinarily easy enough to attain, provided the production engineer's recommendations are fully carried out. In such instances our clients are invariably satisfied. In instances in which part of the prescription is accepted the gains are proportionate.

Significance of a Minute. As wages increase and weeks shrink in hours, the minutes take on an increasing significance. A compositor's wage in New York City is (in 1923) $50. When we so arrange the materials he works with, and the conditions under which he works, that it is as easy for him to do in 51 minutes as much work as he formerly did in 60 minutes, the gain per minute is $0.189; per week, $7.50; per year, $375.00. As wages vary, the table (fig. 2) on preceding page will prove interesting to those who are wise enough to take cognizance of the importance of the minutes.

HOW OUR EFFICIENCY DEPARTMENT MAKES PRINTING PLANTS MORE PROFITABLE

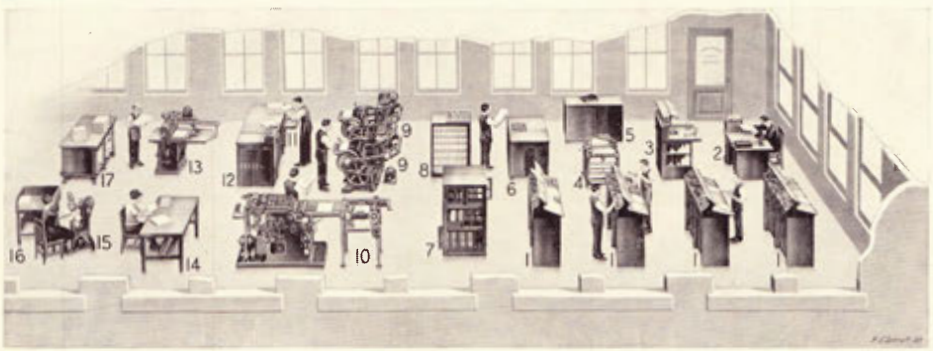


Fig. 3—A small Cut-Cost Composing Room and Job Press Room (large cylinder presses not shown), in which the composing room is virtually a type-form producing machine.

Unprofitable Composing Rooms. Our Efficiency Department was organized in 1913. Not even the printers themselves can be more vitally interested in making composing rooms profitable than the American Type Founders Company—they are our chief sources of revenue. Yet in 1913 the general complaint was that composing rooms were unprofitable—that the profits of the printers were almost wholly derived from their press-rooms. This was true more often than not; and, while conditions have improved, it is still true that the majority of composing rooms are not as profitable as they might easily be made to be.

Making Composing Rooms Profitable. The first work of our production engineers was to make a close study of composing rooms, in an effort to discover the causes of the losses complained of in a department which usually has the largest pay roll in the printing house. The chief cause of the losses was discovered to be

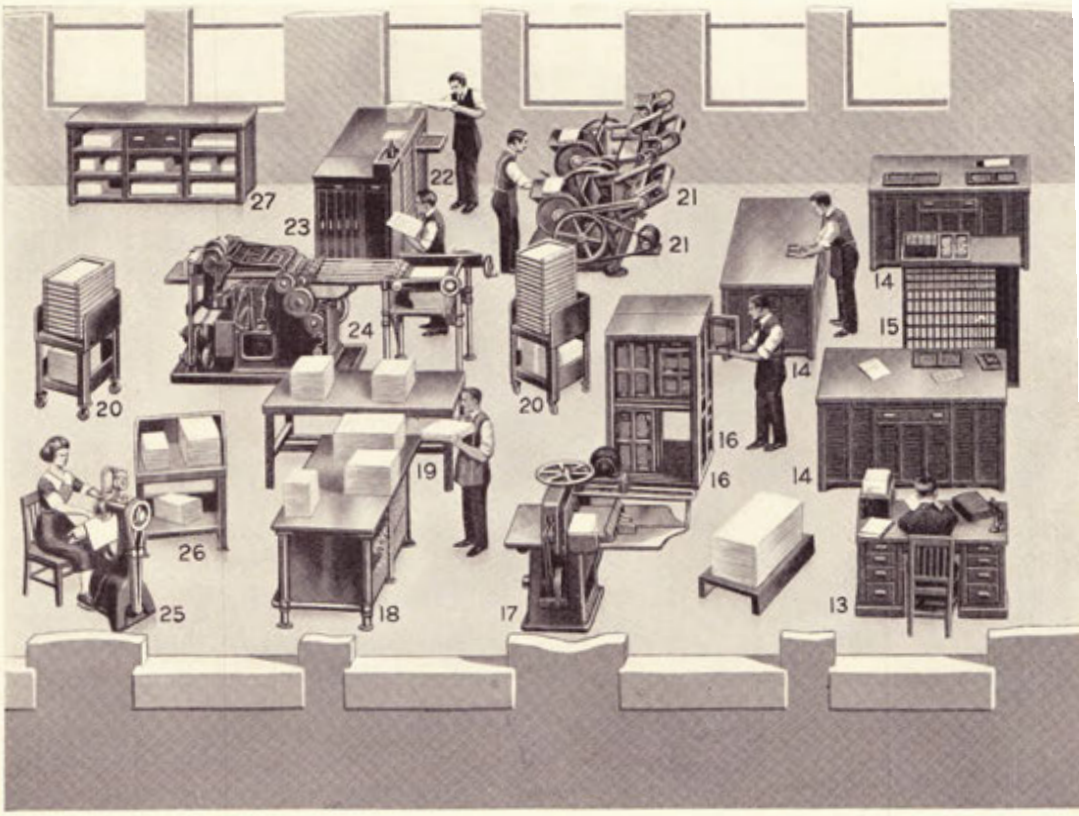
the use of equipments unsuited to the changed conditions of composition, and, therefore, exceedingly wasteful of time. Much attention had been given to improving the efficiency of printing presses, papercutters, stitchers and other machinery, but scarcely any thought had been given to improving the equipments of composing rooms, and none at all of a comprehensive character, with a view to *making a composing room virtually a type-form producing machine.* The composing room equipments then available were made without any regard to their relationship to other equipments, with the result that the various materials could not be assembled close to any compositor, so that to get one lead or one rule, or a few extra quads, he had to take a great number of unnecessary steps, involving the loss to the proprietor of many minutes, while the cost of the minute was steadily increasing. It was not unusual for a man to waste a quarter of an hour finding a live form which had been carefully hidden away on one of a score or more of time-wasting letterboards. There was so much inefficiency of this kind that it is no exaggeration to say that in thousands of composing rooms the compositor's predicament was no less absurd than would be that of a bookkeeper who had to leave his desk to dip his pen in an ink bottle every time his pen ran dry. In short, the equipment of the average composing room was in 1913 well enough adapted to earlier times when a compositor would stand or sit in one place all day, setting straight matter, but was utterly inadequate for compositors who were chiefly engaged in setting display lines and in make-up. As a result of a year of close study our Cut-Cost System of Printing Plant Equipment was designed by Henry L. Bullen. It was first put on the market in 1914. It is now our best selling line for commercial plants and includes equipments for pressrooms, binderies and stock rooms. Cut-Cost Equipments simplify and expedite production.

Scientific Routing of the Work. Given efficient equipments, the next important step toward maximum production is a scientific routing of the work, which should proceed from the foreman's desk to the delivery wagon without retracing of steps. Our production engineers have made for our customers thousands of layouts, as illustrated in figs. 1 and 4, on pages 1014 and 1019, which have resulted in notable economies both of floor space and of time. Many printing houses, still using old-fashioned time-wasting equipments, could economize in production by adopting a scientific re-routing of the work. When composing rooms first engaged the attention of production engineers the main dependence was placed on the layout. The layout is important, but obviously the best of layouts of poorly designed equipments must fall far short of maximum production.

Removing Plants. When a printing house has to be removed to new quarters much time and expense may be saved by having a layout prepared in advance. A removal affords an excellent opportunity to get the work properly routed and to make the plant equipment more efficient. Printers who are ready to make necessary plant improvements may have the services of an experienced production engineer to make the layout and advise in other matters. To call in a draftsman who is unacquainted with the production of printing, as is sometimes done, is an unwise procedure, generally resulting in confusion and involving an unnecessary outlay for his services.

When the Printer Builds. To get maximum efficiency in a new printing plant a layout of each of the departments should be made by a production engineer, thoroughly acquainted with printing processes, before the architect is called in to make his plans. Architects are not required or expected to understand printing processes, and as a result, when they are not properly advised and assisted by a production engineer, they

Continued on page 1020



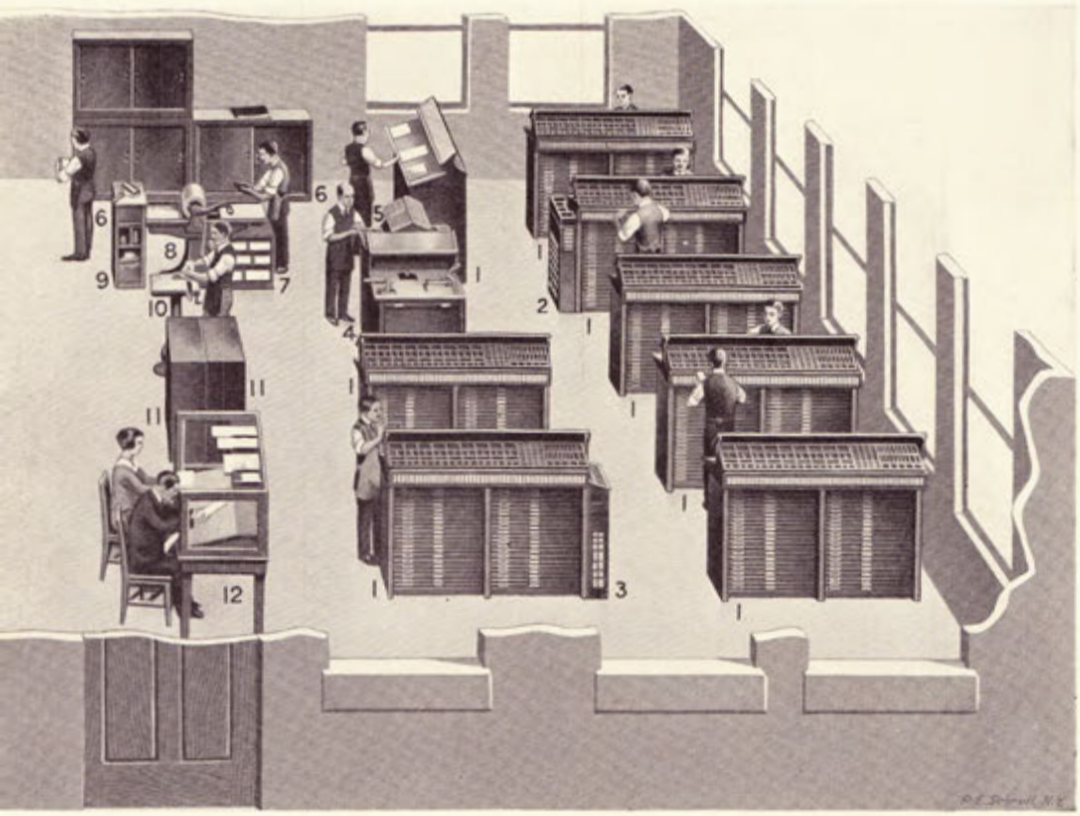
A CUT-COST COMPOSING ROOM AND JOB PRESS ROOM, WITH EQUIPMENTS DESIGNED AND SCIENTIFICALLY PLACED TO ASSURE MAXIMUM OUTPUT

KEY TO THE EQUIPMENTS

1. Cut-Cost Type Cabinets (8)
2. Cut-Cost Brass Rule, Quotation and Metal Furniture Cabinet
3. Cut-Cost Brass Rule, Quotation and Metal Furniture Cabinet
4. Cut-Cost Work Bench and Auxiliary Cabinet
5. Cut-Cost Justifying Materials Cabinet
6. Cut-Cost Cut Storage Cabinets (3)—a new system of cut storage, including indexing
7. Cut-Cost Proof Paper Cabinet
8. Potter Proof Press
9. Cut-Cost Inking Cabinet
10. Saw Table
11. Cut-Cost Galley Storage Cabinets (2)
12. Hamilton Proofreader's Desk
13. Cut-Cost Foreman's Desk
14. Cut-Cost Imposing Tables (3)
15. Cut-Cost Locking-Up Materials Cabinet
16. Cut-Cost Adjustable Steel Chase Racks (2)
17. Power Paper Cutter
18. Cut-Cost Paper Cutter Table
19. Cut-Cost Bindery Table
20. Cut-Cost Kelly Press Stock Forwarding Tables (2)
21. C. & P. Presses with our Klymax Automatic Feeders (2)
22. Cut-Cost Stock Table and Drying Rack
23. Cut-Cost Platen Press Room Cabinet
24. Kelly Automatic Job Press, with Extension Delivery
25. Boston Wire Stitching Machine
26. Cut-Cost Stock Forwarding Table
27. Packer's Table

In this plant every kind of materials required by twenty-one employees is assembled in ample quantities in the fewest possible number of pieces, with plenty of working space and clear aisles. There are no obstructions to continuous production.

As lost motions slow up production in machinery, so unnecessary steps caused by ill-placed materials, unscientifically designed equipments and obstructed aisles slow up composing room output.



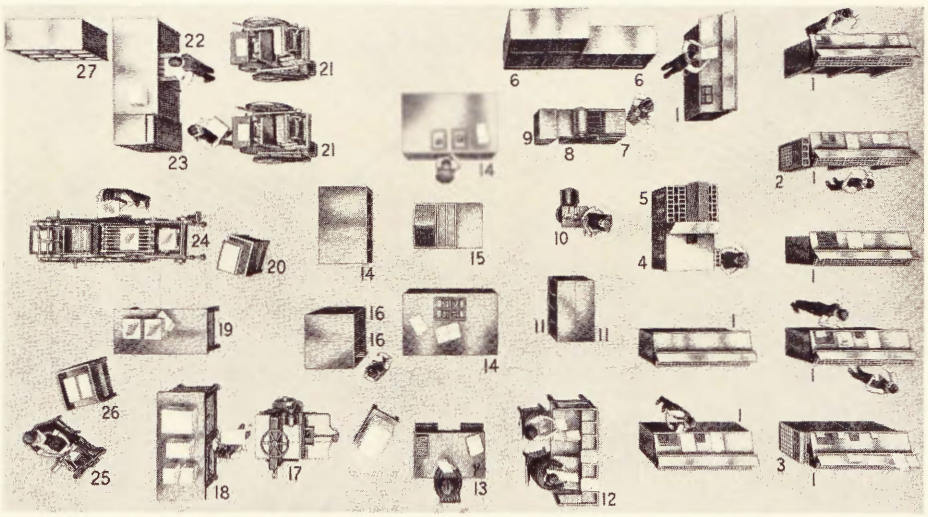


Fig. 4—A looking-down view of the Cut-Cost Composing Room and Job Press Room shown in picture above, showing the layout, affording ample working space and clear aisles.

MAKING PRINTING PLANTS MORE PROFITABLE

Continued from page 1017

frequently create conditions which make maximum production impossible. By incorrect spacing of pillars there are pressrooms which cannot accommodate as many presses as they should. By incorrect spacing of windows the efficiency of many composing rooms is seriously impaired and much space wasted. By incorrect placing of doors, stairways and elevators, water closets, and conduits many a printer's building has been doomed to ineradicable inefficiency. The more qualified an architect is, the more willing he will be to accept the advice of a production engineer, so far as the internal economies of a building are concerned. Buildings should be made to conform with the vital necessities of the plant equipment. It is a wiser way than forcing the plant equipment to conform with an interior arrangement made without regard to maximum production. Our production engineers are competent and are ready to advise printers in this important matter if called upon before the internal plans are made; otherwise, the choice may be between ineradicable inefficiency or a very wasteful outlay to remedy errors of an architect. Professionally the status of a competent production engineer is equal to that of a competent architect.



Fig. 5—A 100 per cent efficient printing plant, the result of coöperation between one of our production engineers and an architect. The owner writes: "Our new home, containing 30,000 square feet of factory space, was constructed entirely according to your production engineer's floor plans, the location of all machinery and equipment appearing upon the contractor's plans. These data proved invaluable as construction progressed, especially to the plumbers and electricians. Everything was so perfectly arranged that by moving gradually from one building to another we continued operations, doing a 90 per cent normal month's business and satisfying our customers with deliveries."

A highly successful printer writes us that "in coöperating with your production engineer we were confirmed in our belief that printers do need professional advice in the matter of equipping and arranging their plants as much as they do in the erection of their buildings."

HOW TO GET IN TOUCH WITH OUR EFFICIENCY DEPARTMENT

When advice regarding layouts and improved equipments is needed, apply to the manager of our nearest Selling House. It is advisable to make application as far in advance as possible of the time when the work is required to be done, as our production engineers work on engagements made weeks in advance. They seldom can respond to a hurried call unless more considerate clients are willing to permit them to neglect prior engagements.

NEWSPAPER PLANT LAYOUTS

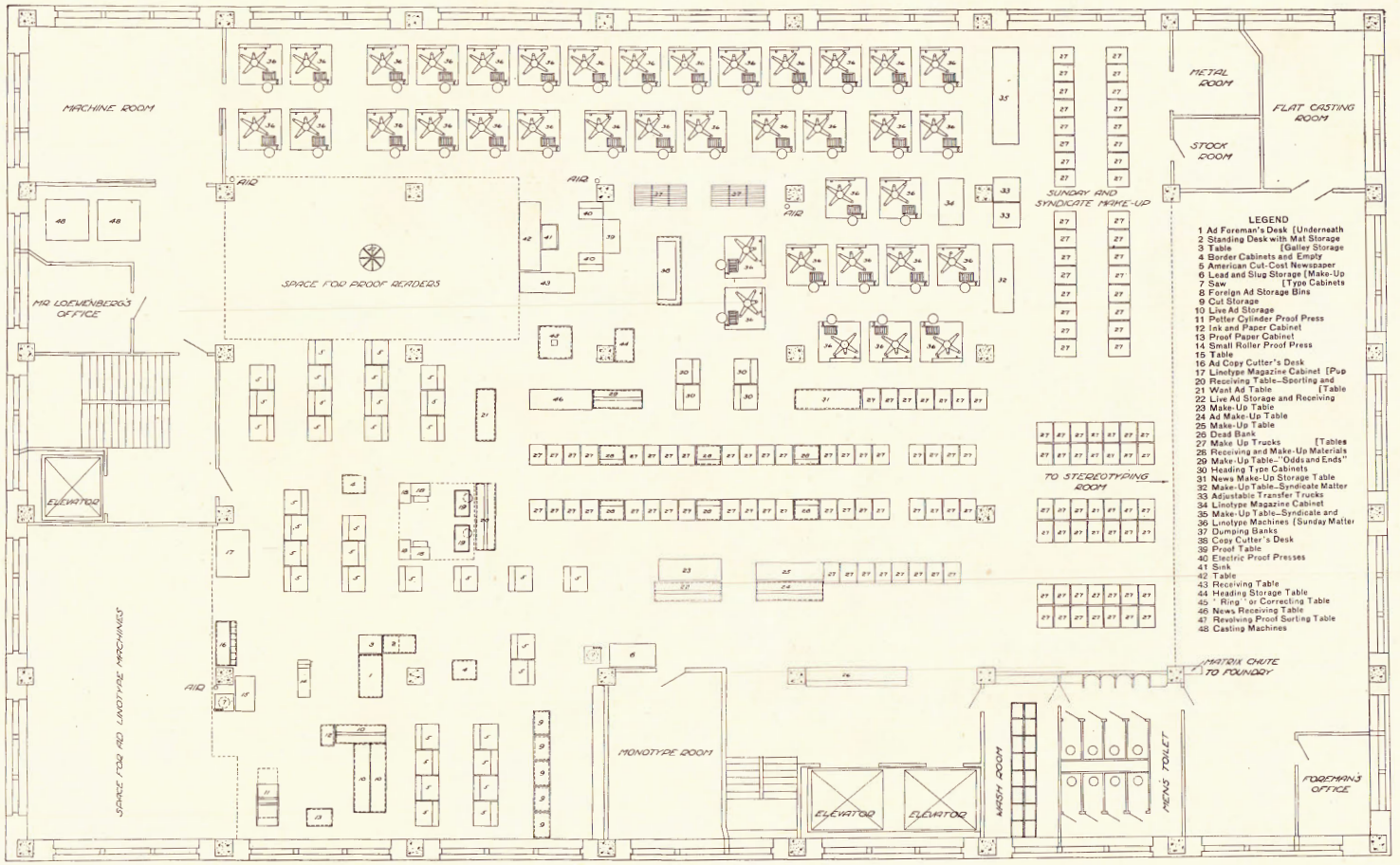
The Efficiency Department of the American Type Founders Company offers its services to newspaper proprietors who are about to erect new buildings, remove their plants, or improve existing plants.

The Efficiency Department has a staff of experienced and practical production engineers, competent to advise with architects (a very necessary detail) and coöperate with the mechanical staffs of newspapers in the selection of standard equipments, designing special equipments, and scientifically routing the work of all departments.

The plants of the following nationally known newspapers have been brought to high degrees of efficiency by our production engineers. Each of the plants here listed scrapped its inefficient plant and replaced it with a complete new standardized unit plant. The list does not include hundreds of plants partially equipped to increase their efficiency. The most efficient as well as the largest newspaper composing rooms in the world are in this list: Chicago Tribune, Philadelphia Public Ledger, St. Louis Post-Dispatch, and New York Herald-Sun.

Alabama: The Age-Herald, Birmingham.
Arizona: Arizona Republican, Phoenix.
Arkansas: Gazette, Little Rock.
California: The Examiner, Los Angeles; the Tribune, the Post and the Enquirer, Oakland; News, Santa Barbara.
Colorado: Post, Denver; Telegraph, Colorado Springs.
Connecticut: Life, Bridgeport; News, South Manchester.
Florida: Times-Union, Jacksonville.
Georgia: Chronicle, Augusta.
Illinois: Tribune, Chicago; Star, Peoria; the Journal, East St. Louis.
Indiana: Tribune, South Bend; Tribune, Kokomo.
Kansas: News, Hutchinson.
Louisiana: Item and the Times-Picayune, New Orleans.
Michigan: Daily Press, Pontiac; Enquirer-News, Battle Creek.
Minnesota: Tribune, Minneapolis; Tribune and the Herald, Duluth.
Missouri: Post-Dispatch, St. Louis.
Montana: The Gazette, Billings; Tribune, Great Falls.
New Hampshire: Sentinel, Keene.
New Jersey: Press, Asbury Park.
New Mexico: Herald, Albuquerque.
New York: Herald-Sun, New York; Times-Union and the Journal, Albany; Democrat & Chronicle and the Herald, Rochester; Press and the Sun, Binghamton; Star-Gazette, Elmira; Times, Troy; Union-Star, Schenectady.
Ohio: Enquirer, Cincinnati; Dispatch and the Ohio State Journal, Columbus; Journal-Herald, Dayton; Star-Journal, Sandusky; News, Springfield; News-Bee, Toledo.
Oklahoma: Oklahoman, Oklahoma City; Tribune, Tulsa.
Pennsylvania: Ledger and the Bulletin, Philadelphia; Telegraph, Harrisburg; Tribune, Johnstown; News, Newcastle; Reporter, Washington.
Rhode Island: Times, Pawtucket; Call, Woonsocket.
South Dakota: Argus-Leader, Sioux Falls.
Tennessee: Banner, Nashville.
Virginia: Journal and the Times-Dispatch, Richmond.
Washington: Herald and Republic, Yakima.
Wisconsin: Journal and the Evening Wisconsin, Milwaukee.

Among the major achievements of our Efficiency Department was the designing of the Unit System of Steel Newspaper Composing Room Equipments. These equipments are shown in last section of this catalogue. They are economizers of time and of space. They are constructed carefully and stoutly to withstand the severe wear and tear of newspaper work and to afford the maximum of durability. The Efficiency Department also advises in the equipment of mailing rooms, "morgues" and cut storage and indexing systems.



Layout of the Composing Room of the *Chicago Tribune*, prepared by the Efficiency Department of the American Type Founders Company

Scientific Equipments

THE CUT-COST EQUIPMENTS

SPECIALLY DESIGNED BY THE
EFFICIENCY DEPARTMENT OF THE AMERICAN
TYPE FOUNDERS COMPANY

Reduce the Cost of Commercial Composition, make-up and lock-up, because the pieces have the machine-like relation to each other that gears, cams, levers, etc., have in a printing press. Each piece assists and is essential to the others in the processes of type composition. Thus they make the work easier, save innumerable steps and most effectively expedite production.

Concentrate Related Materials in the fewest number of cabinets, instead of having a cabinet or rack for each kind of material, thus effecting notable savings in floor space, and bringing all materials closer to each workman than was ever before possible, and saving hour by hour a surprising number of minutes of each workman's time.

Systematic Economies. While each cabinet, table, rack, etc., has the highest separate efficiency obtainable, the full economies of Cut-Cost Equipments are more fully realized when they are used together as a System.

Many nationally known investors in CUT-COST COMPOSING ROOMS *have testified to their remarkable economies. What has been done for them can be done for all*

AN AMERICAN CUT-COST ALLEY

"EACH ALLEY IS A MINIATURE COMPOSING ROOM"



Fig. 6—Cut-Cost Alleys, which can only be formed with Cut-Cost Type Cabinets and Cut-Cost Brass Rule, Quotation and Metal Furniture Cabinets; reproduced from a photograph. More kinds of materials are provided for the compositors than can be placed in alleys formed with any other cabinets, reducing to a minimum the occasions for men leaving their alleys; each man thus saving a number of minutes each hour.

"Each Alley is a Miniature Composing Room." It contains all the constantly used materials which enter into type forms, in ample quantities for alley use. Each alley is 4 feet wide, giving space enough to permit compositors to enter the alley and set type in it without disturbing a compositor regularly in the alley.

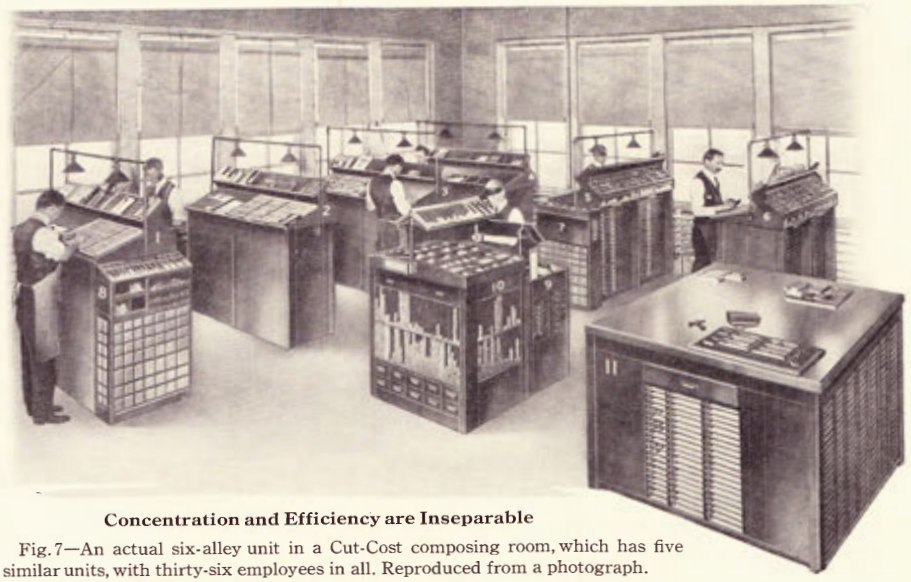
Unobstructed Working Side. On the working side of each alley the men regularly stationed in the alleys have each an unobstructed working bank, and above it an auxiliary bank. No materials should be on the working banks except those specially assembled for the work in hand. It is a grave mistake, common to many type cabinets, to place a general supply of spacing and justifying materials on the working bank of the cabinet. The first objection to this practice is that the man regularly using such a working bank acquires a *quasi* ownership of materials placed upon it, and not infrequently will dispute the right of other men to use them. If another man does use the materials placed on a working bank, in doing so he hinders the man regularly using that working bank. Again, the materials on working banks are usually covered with galleys, copy and other things used by the man working on the bank. But the chief inefficiency of such a disposition of materials is that it is impossible to get a sufficient variety of them on the working side of a type cabinet.

Proper Placing of Leads, Slugs, and Quads and Spaces. The spacing and justifying materials are efficiently placed in these alleys, right above the type cases. *There they belong to the office.* There they are in plain sight and cannot be obstructed from any man's use. There they are available, as shown in the picture, for men entering the alleys to set lines, who find within arm's reach all the materials they need to space and justify line after line, without losing a step. The men using the working banks can get any spaces or leads or slugs they require by merely turning on their heels; whereas, if the materials were in front of them, on the working bank, they would most of the time be covered by a case, a galley, or copy.

Contents of a Cut-Cost Alley. Besides the types, these materials consist of 9 sizes of spaces and quads, with copper and brass thin spaces, and leads and slugs from 1½ to 9½ picas, by ens, in a Spacing Materials Case, below which is a rack holding leads and slugs from 10 to 50 picas, by ems. At the entrance of each alley there is a Cut-Cost Cabinet carrying brass rules, quotations and metal furniture.

AN AMERICAN CUT-COST TYPE-SETTING UNIT

"THE SMALLER THE UNIT, THE GREATER THE EFFICIENCY"



Concentration and Efficiency are Inseparable

Fig. 7—An actual six-alley unit in a Cut-Cost composing room, which has five similar units, with thirty-six employees in all. Reproduced from a photograph.

Concentration is the chief merit of the Cut-Cost System. In each piece of equipment all materials of a kind that are used together are *concentrated;* consequently fewer pieces are required than has heretofore been possible, with the further result that any given number of men may work in much less floor space than has hitherto been possible. It is obvious that if a composing room has only one work bench and only one general lead and slug supply and only one reserve supply of spaces and quads or quotation quads or metal furniture, its production efficiency decreases in ratio with the number of workmen employed, because the average distance between man and materials is lengthened. A compositor uses such a variety of materials that he must move about to get them. The Cut-Cost System reduces his pedal movements to the minimum by *concentrating* the materials as near as possible to him.

A Cut-Cost Unit of Production. The difficulty referred to in the preceding paragraph is overcome in the Cut-Cost System by arranging the larger composing rooms in production units, one of which is shown in fig. 7, above. When a composing room has more than eight active single alleys, considerations of economy make it desirable to create another unit, which is done at no great expense by adding another Cut-Cost Justifying Materials Cabinet (10 in above picture), another Cut-Cost Work Bench and Auxiliary Cabinet (9) and one or more of the small Cut-Cost Brass Rule, Quotation and Metal Furniture Cabinets (7 or 8).

Efficiency of the Cut-Cost Unit. A little study of the above picture shows that in each alley there are *concentrated* in the Cut-Cost Type Cabinets (1-6 in picture) ample alley supplies of spaces, quads, leads, slugs, and ½ and 1 pt. spaces; while in the small cabinets (7 and 8) workmen reach in a minimum of steps brass rules, quotations and metal furniture. The reserve supplies of spaces, quads, brass rules, leads, slugs, leaders and all other auxiliary materials (borders, ornaments, initials, signs, special figures, etc.) are *concentrated* in Cut-Cost Justifying Materials Cabinet (10) and a Cut-Cost Work Bench and Auxiliary Cabinet (9). Thus, in five kinds of cabinets the men in a unit of eight single active alleys have ample quantities of every sort of materials needed in assembling any kind of type composition from the handing out of the copy until the job or page reaches the proof press and it is stored under a Cut-Cost Imposing Table (11 in picture) awaiting return of the proof.

AMERICAN CUT-COST TYPE CABINET

Patented Nov.15,1918

No.542 (IN STEEL); No.9001 (IN WOOD)

Type forms are set and assembled more rapidly and easily in alleys formed with this cabinet than is possible when other type cabinets are used. A Cut-Cost alley is illustrated on page 1024. This cabinet carries an unequaled variety and quantity of materials—all that are most commonly used in commercial work, and all placed to the best advantage, within arm's reach of

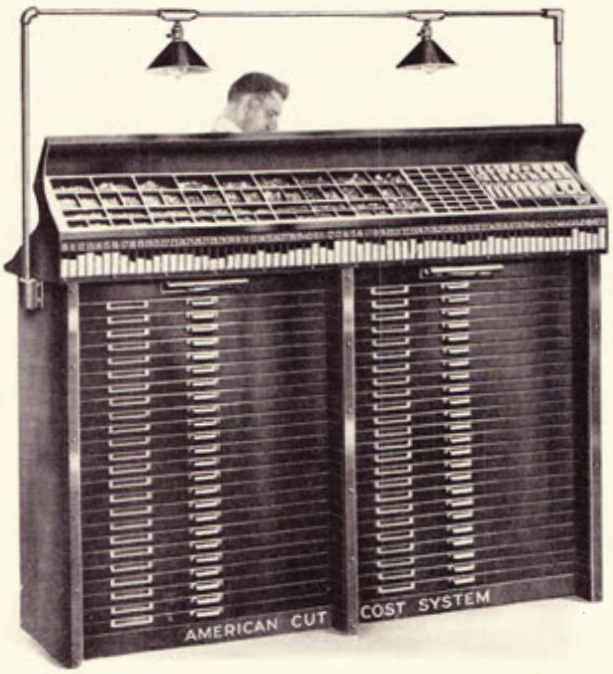


Fig.8—Case Side of Cut-Cost Type Cabinet, No.542 (in Steel); No.9001 (in Wood). Electric Fixtures are the only extra. The design is alike in both Wood and Steel. See specifications on page 1028.

the compositor or make-up man. Hence its positive time-saving quality. It *brings* the materials to the man and *saves* the time used by the man which he loses in going out of his alley for the materials when he works on other styles of type cabinets.

A user of these cabinets fully explained the superiority of Cut-Cost Type Cabinets when he wrote: "Each alley is a complete miniature composing room, giving the maximum of efficiency." This maximum efficiency in the alley is attained when Cut-Cost Type Cabinets are supplemented with Cut-Cost Brass Rule, Quotation and Metal Furniture Cabinets, shown on pages 1030 and 1031.

Contents Capacity: In the body there are 46 full size California job cases and 2 full size blank cases. The blank cases serve for holding copy, gauges, sticks, etc., as well as Cut-Cost Small Cap Cases (fig. 10, page 1027), if required. Above the body, on case side, is a rack with numbered compartments, which will hold an alley supply of leads in lengths from 10 to 40 picas, by ems, and of slugs in lengths from 10 to 50 picas, by ems. Above the lead rack is a Spacing Materials Case, in one end of which is a bank for leads and slugs from 1½ to 9½ picas, by ens. The short-length leads and slugs are stacked double depth in the bank, in which a patented feature makes the leads and slugs in bottom of each compartment as accessible as those on top. The spacing materials case also has boxes for 9 sizes of spaces and quads (5 lbs. of each), and also 32 round bottom boxes for all sizes of copper ½ pt. spaces and brass 1 pt. spaces.

Working Side (fig. 9). Ample space is provided for one man to work in and to assemble the special materials he may require for the work he has in hand. Here he works without interference from other compositors, for there are no materials on or under the working bank or the auxiliary bank which another compositor might need. It is a mistake in commercial plants to attempt to carry justifying and spacing materials on the working side of a type cabinet: Because, *first,* a job compositor needs the full use of the working and auxiliary banks in order to get a maximum product; *secondly,* it is impossible to carry a sufficient variety or quantity of materials on the working side; and, *thirdly,* a compositor usually, and not illogically, asserts a proprietary claim to the exclu-



Fig. 9—Working Side of Cut-Cost Type Cabinet

sive use of the materials assembled on his working banks, and resents their use by other men. Placing materials in wrong places is a hindrance to production, as it invites disputes and unnecessary conversation. Where Cut-Cost Type Cabinets are used no man can establish a "corner" on materials for which he has no immediate use. Men may come and go in a Cut-Cost alley, and set and justify a line or a stickful, without interfering with the man regularly stationed in the alley, as shown in fig. 6, page 1024. This is an important factor in increasing production.

Electric Fixtures are extra, and are not supplied unless specifically ordered. They are sold in three ways, as detailed in specifications at foot of next page. Electric lights on cabinets undoubtedly expedite the work.

Provision for Small Caps. California job cases having almost entirely superseded pair cases in commercial composing rooms, the Cut-Cost System includes a Cut-Cost Small Cap Case (fig. 10), a little less than one-third the size of a full size case. Three of these fit into one of the full size blank cases which are part of the regular equipment of the cabinet. When in use in connection with a California job case, the small cap case is placed on the auxiliary bank as illustrated in fig. 9.

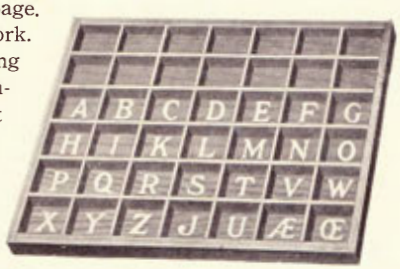


Fig. 10—No. 9001-D Cut-Cost Small Cap Case

(*Description of Cut-Cost Type Cabinets continued on following page*)

DESCRIPTION OF CUT-COST TYPE CABINETS—*Continued*

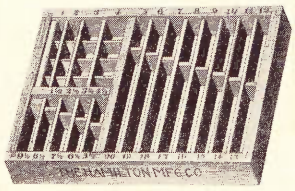


Fig. 11—No. 3197 Midget Case for 1 pt. leads

Provision for 1 Pt. Leads. The Cut-Cost System includes a Midget Case, 5x7½ in. over all (fig. 11), for carrying 1 pt. leads. This case may be kept in one of the full size blank cases in cabinet when not in use. There are also places for these little cases in a Cut-Cost Brass Rule, Quotation and Metal Furniture Cabinet, as shown in fig. 21, page 1031. This case is an extra.

Provision for Using Pair Cases on Working Bank. Where it is necessary to use pair (upper and lower) cases on working banks of a Cut-Cost Type Cabinet, a pair of Cut-Cost Upper Case Brackets may be attached, as illustrated in fig. 13. Thus held, the cap case is nearer the compositor than it is on an ordinary case stand. These brackets are an extra.

Galley Stop (fig. 12). One of this useful item is furnished without extra charge with each Cut-Cost Type Cabinet.

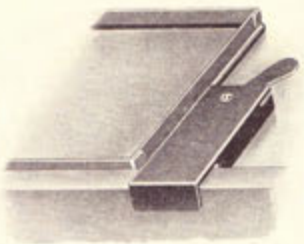


Fig. 12—Galley Stop furnished with each wood or steel Cut-Cost Type Cabinet

Numbers on Cases. Users of the Cut-Cost Type Cabinets will print case numbers as required, placing them in the label holders which are furnished without extra charge.

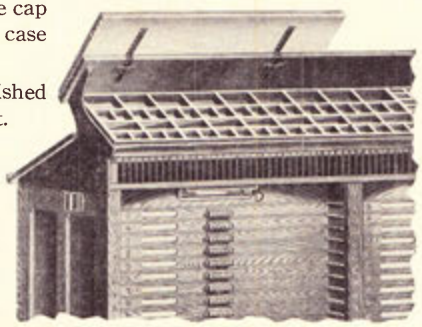


Fig. 13—No. 542-H Cut-Cost Upper Case Brackets, in use. The case rests on the auxiliary bank, supported by the brackets.

Steel Front Protectors on Cases. Steel front protectors on cases are part of the regular equipment of steel Cut-Cost Type Cabinets, though these are an extra in other steel type cabinets. There is no part of a type cabinet that is subjected to more wear and tear than the case fronts, which, therefore, require to be protected by steel fronts, without which a steel type cabinet is not wholly what it is claimed to be. However, if steel front protectors are not wanted they will be omitted, and a deduction will be made from price of cabinet.

SPECIFICATIONS OF CUT-COST TYPE CABINETS AND EXTRAS FOR SAME

Wood Construction

No. 9001—Cut-Cost Type Cabinet, same design as in figs. 8 and 9, antique finish, includes 48 full size cases (46 California job and 2 blank), mortised label holders, galley stop (fig. 12), 2 brass lead gauges, lead and slug rack and spacing materials case; floor area, 22½x70 in.; area over all, 25x72 in.; approx. shipping weight, 850 lbs., shipped in 2 crates. *Code word:* WAKENED.

Extras for No. 9001; Some for No. 542

No. 9001-A—Electric Wiring, complete, for 4 lights; 2 over working bank and 2 over cases, but not including lamps, as shown in fig. 8, page 1026; approx. shipping weight, 50 lbs. *Code word:* WALDENSES.

No. 9001-B—Electric Wiring for 2 lights over working banks only, but not including lamps; approx. shipping weight, 30 lbs. *Code word:* WALDGRAVE.

No. 9001-C—Electric Wiring for 2 lights over cases only, but not including lamps; approx. shipping weight, 20 lbs. *Code word:* WALKABLE.

No. 9001-D—Cut-Cost Small Cap Case (fig. 10, p. 1027), one-third size; shipping weight, 1½ lbs. *Code word:* WALLCRESS.

No. 9001-E—Cut-Cost Upper Case Brackets (fig. 13), per pair; shipping weight, 2 lbs. *Code word:* WALLACH.

No. 3197—Midget Lead Case for 1 pt. leads (fig. 11), one-eighth size; shipping weight, ¾ lb. *Code word:* WAIVING.

Steel Construction

No. 542—Cut-Cost Type Cabinet (fig. 8), color olive green, includes 48 full size cases (46 California job and 2 blank), steel front protectors on type cases, brass label holders, galley stop (fig. 12), 2 brass lead gauges, lead and slug rack and spacing materials case (shown in fig. 8); floor area, 21½x68½ in.; area over all, 23x69¼ in.; approx. shipping weight, 1150 lbs.; shipped in 2 crates. *Code word:* URANIA.

Extras for No. 542

For other extras used on both wood and steel Cut-Cost Type Cabinets, see preceding column.

No. 542-C—Electric Wiring, complete, for 4 lights; 2 over working bank and 2 over cases, but not including the lamps, as shown in fig. 8, page 1026; approx. shipping weight, 50 lbs. *Code word:* UPUPAS.

No. 542-D—Electric Wiring for 2 lights over working banks only, but not including lamps; approx. shipping weight, 30 lbs. *Code word:* UPWARD.

No. 542-E—Electric Wiring for 2 lights over cases, but not including lamps; approx. shipping weight, 20 lbs. *Code word:* UPWHIRLED.

No. 542-H—Cut-Cost Upper Case Brackets (fig. 13), per pair; shipping weight, 2 lbs. *Code word:* URBANITY.

NOTE—See foot of opposite page for fonts of materials for use in top of Cut-Cost Type Cabinets.

TOP ONLY AMERICAN CUT-COST TYPE CABINET

Patented Nov. 15, 1918

No. 542-B (IN STEEL); No. 9011 (IN WOOD)

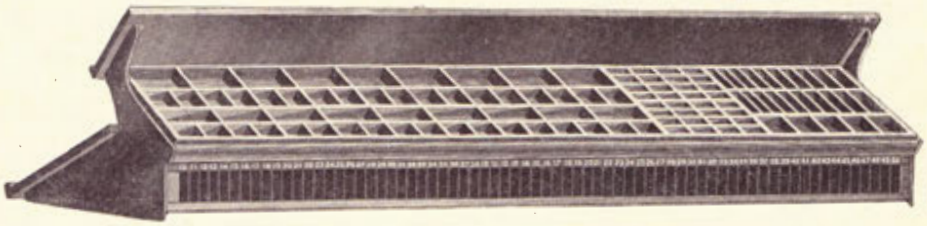


Fig. 14—Top of Cut-Cost Type Cabinet, No. 542-B (in Steel) and No. 9011 (in Wood), sold separately for use on old-style type cabinet bodies.

Certain obsolete styles of type cabinets and case stands of time-wasting designs may be made more productive by replacing the original tops with Cut-Cost Tops, which are sold separately. The effect of such a substitution is illustrated below. Not a few printers are adding steel Cut-Cost Tops to the bodies of obsolete wooden cabinets as a step toward refitting their composing rooms in steel at a future date. No better demonstration of the efficiency of Cut-Cost Type Cabinets can be presented than the contrast between figs. 15 and 16 below.

Cut-Cost Tops fit the bodies of New Departure Cabinet No. 68, Steel-Run Stands Nos. 21 and 24 and Porter Extension Front Cabinet No. 7, when flat top is removed. They can also be made to fit other type cabinets. In ordering, give over-all dimensions of body of cabinet under flat top.

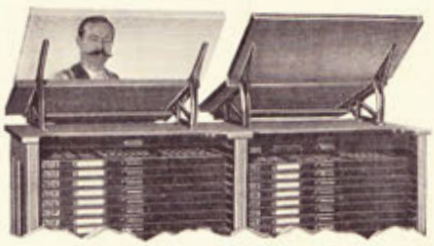


Fig. 15—View of Porter Extension Front Cabinet No. 7, hundreds of which are still in use, though no longer made. One upper case is X-rayed to show how the compositor is hidden in the alley. Type cases afford insecure surfaces upon which to work. The space behind them is a catch-all for misplaced materials.

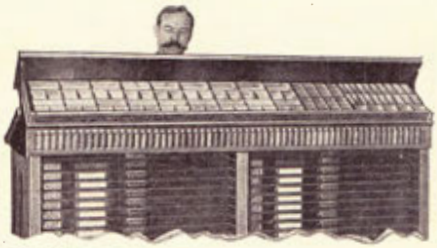


Fig. 16—The body of this cabinet is the same as that shown at left, but now it has a time-saving Cut-Cost Top, which gives it all the efficiency of the Cut-Cost Type Cabinet. The compositor can see and be seen. The alleys are transformed into miniature composing rooms in which type is set up quicker.

SPECIFICATIONS OF CUT-COST TOPS ONLY

Steel Construction

No. 542-B—Top only for Cut-Cost Type Cabinet, olive green finish, complete as in fig. 14, with spacing materials case, galley stop (fig. 12), and 2 brass lead gauges; approx. shipping weight, 235 lbs. *Code word:* URANITIC.

Wood Construction

No. 9011—Top only for Cut-Cost Type Cabinet, antique finish, complete as in fig. 14, with spacing materials case, galley stop (fig. 12), and 2 brass lead gauges; approx. shipping weight, 195 lbs. *Code word:* WALLKNOT.

NOTE—In ordering it is necessary to give the over-all dimensions of the body of the cabinet (under the flat top) for which the top is ordered.

FONTS OF MATERIALS ASSORTED FOR A CUT-COST TOP

Specify "For Cut-Cost Top" when ordering each item.

SPACES AND QUADS, 5 lbs. of each of 9 sizes.

No. 9011-A—COPPER (½ pt.) THIN SPACES, a 2 oz. package each of 6, 8, 10, 12, 14, 16, 18, 20, 24, 30, 36, 42, 48, 60 and 72 pt.; 15 packages in all.

No. 9011-B—BRASS (1 pt.) THIN SPACES, same assortment as of Copper Thin Spaces.

No. 9011-C—METAL SPACES, 2 pt., a font of 3 lbs. containing 10 ozs. each 18, 24, 36, 48 pt., and 8 ozs. 60 pt.

No. 9011-D—METAL LEADS, in bank, 2 pt., 197 pieces each of lengths 5 to 9½ picas, inclusive, graduated by ens; approx. weight, 20 lbs.

No. 9011-E—METAL SLUGS, in bank, 6 pt., 69 pieces each of same lengths as of leads; approx. weight, 20 lbs.

No. 9011-F—METAL LEADS, in rack, 2 pt., 83 pieces each of lengths 10 to 40 picas inclusive; approx. weight, 85 lbs.

No. 9011-G—METAL SLUGS, in rack, 6 pt., 28 pieces each of lengths 10 to 50 picas inclusive; approx. weight, 136 lbs.

AMERICAN CUT-COST BRASS RULE, QUOTATION AND METAL FURNITURE CABINET

No. 546 (IN STEEL); No. 9041 (IN WOOD)

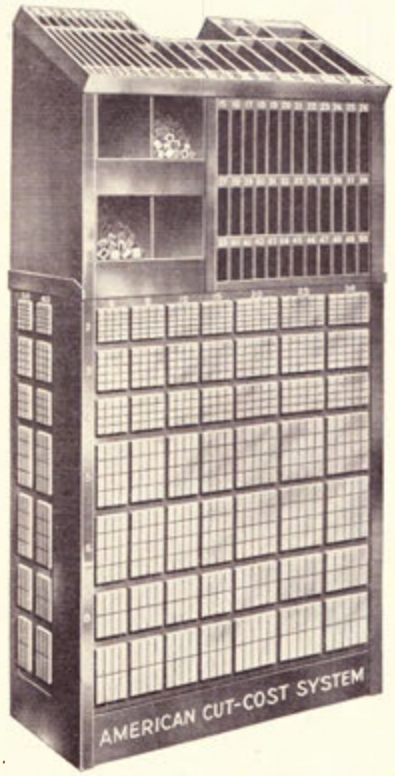


Fig. 17—Cut-Cost Brass Rule, Quotation and Metal Furniture Cabinet, No. 546 (in Steel); No. 9041 (in Wood). See specifications at foot of the opposite page.

A Brass Rule Cabinet for a Lively Plant. The cabinet illustrated on this page differs from the cabinet shown on opposite page only in the top. This top includes an entirely novel brass rule cabinet, capacity 180 lbs., which is three times more than any rule case on the market will hold. The compartments are arranged to provide a better assorted font than the ordinary full size rule cases carry. In rule cases there is usually provision for no greater number of 13 pica rules than there is for 50 pica rules. This cabinet will carry of lengths 1 to 14 picas, 216 pieces, while for lengths 39 to 50 picas the capacity is 63 pieces each.

As a Metal or Iron Furniture Case. This cabinet holds 1278 pieces, as per accompanying table, assorted with relation to the frequency with which each size is used, weighing in metal approximately 350 lbs. (Half fonts are also sold.)

Lengths	6	8	10	15	20	25	30	40	50 picas
Widths 2-line	40	40	40	40	30	30	30	24	18= 292
3-line	32	32	32	32	25	25	25	20	15= 238
4-line	28	28	28	28	20	20	20	16	12= 200
5-line	28	28	28	28	20	20	20	16	12= 200
6-line	28	28	28	28	20	20	20	16	12= 200
8-line	. .	12	12	12	10	10	10	8	6= 80
10-line	. .	. .	12	12	10	10	10	8	6= 68
	156	168	180	180	135	135	135	108	81=1278

As a Quotation Quad Case. In four bins in the top are held 15 lbs. each of 1½, 2, 3 and 4 pica quotation quads, or 60 lbs. in all.

As a Brass Rule Case. This cabinet will hold of 2 pt. rule 216 pieces each of 1 to 5 picas, graduated by ens, and from 6 to 14 picas, graduated by ems; 100 pieces each of 5½, 6½, 7½, 8½ and 9½ picas; 144 pieces each of 15 to 26 picas; 96 pieces each of 27 to 38 picas; 63 pieces each of 39 to 50 picas; 70 pieces each right and left miters, lengths 2, 2½, 3, 4 and 5 picas, inclusive. Approximate weight of brass rule carried is 180 lbs. The partitions in racks are of wood, to prevent injury to face of rules.

Large Rule Fonts. These rule cabinets are designed for plants using large fonts of one or more kinds of rule. While they are accessible for general use, they serve as storage cases from which the small quarter size brass rule cases may be replenished. Though quarter size cases are best for individual use, they waste a lot of time when they are the sole sources of supply. Each small case carries a very small number of any one length of rule, and requires incessant replenishing. Without a reserve from which to replenish the individual cases, compositors chase from one small case to another for enough pieces of rule for many of their jobs. This cabinet is more efficient than any large rule case. The brass rule section may be bought separately—see p. 1032, fig. 23.



Fig. 18—Shows relation of Brass Rule and Metal Furniture Cabinet to type cabinet. It projects 10 in.

AMERICAN CUT-COST BRASS RULE, QUOTATION AND METAL FURNITURE CABINET

No. 547 (IN STEEL); No. 9044 (IN WOOD)

This is a variation of the cabinet illustrated on opposite page, the description of which applies to both, so far as the body is concerned. Only the tops are different.

The Top is a Brass Rule Case Cabinet. The top of this cabinet has 6 drawers, each of which will carry one each quarter size and eighth size case, as shown in figs. 21 and 22, below. Each drawer has pull and label holder. The drawers may be used for other purposes than for brass rules, if desired. Fig. 22 shows a rear compartment carrying brass circles. Cases are extra. For cases see page 1032.

Quotations. This cabinet will hold, in 4 open bins on top, 80 lbs. of quotation quads, 1½, 2, 3, and 4 pica bodies.

Metal or Iron Furniture. Body carries same quantities as in table on opposite page—1278 pieces, weighing approximately 350 lbs.



Fig. 21—Drawer of cabinet, holding one each quarter and eighth size cases, containing two brass rule fonts.



Fig. 22—Showing drawer of cabinet with brass rule font in quarter case, rear compartment holding brass circles.

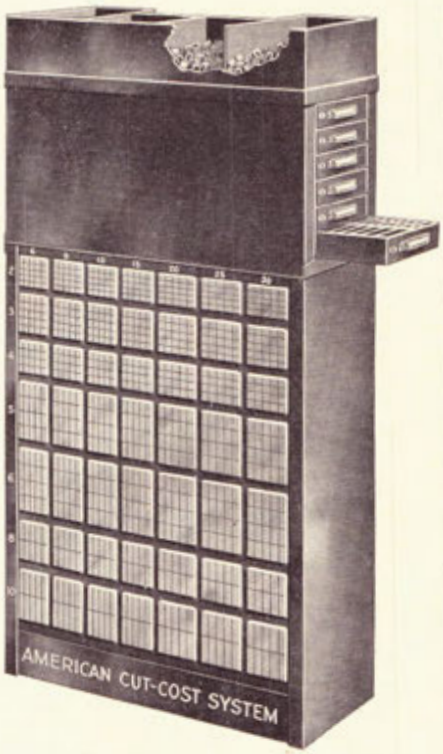


Fig. 20—Cut-Cost Brass Rule, Quotation and Metal Furniture Cabinet, Nos. 547 (Steel) and 9044 (Wood). See fig. 17 for view of rear end.

SPECIFICATIONS OF CUT-COST BRASS RULE, QUOTATION AND METAL FURNITURE CABINETS

Steel Construction

No. 546—Cut-Cost Brass Rule, Quotation and Metal Furniture Cabinet (fig. 17), olive green finish; floor area, 9¾x25¼ in.; height, 43 in.; approx. shipping weight, 150 lbs., shipped in 2 crates. *Code word:* URGENCY.

No. 546-C—Cut-Cost Brass Rule and Quotation Cabinet, with brackets (fig. 23, next page), olive green finish; area over all, 9¾x25¼ in.; height, 15¼ in.; approx. shipping weight, 60 lbs. *Code word:* USABLE.

No. 547—Cut-Cost Brass Rule, Quotation and Metal Furniture Cabinet (fig. 20), olive green finish; floor area, 9¾x25¼ in.; height, 43 in.; approx. shipping weight, 140 lbs., shipped in 2 crates; cases not included—for these see next page. *Code word:* URNFULS.

Wood Construction

No. 9041—Cut-Cost Brass Rule, Quotation and Metal Furniture Cabinet (fig. 17), antique finish; floor area, 10x25¼ in.; height, 43 in.; approx. shipping weight, 150 lbs., shipped in 2 crates. *Code word:* WALLMOSS.

No. 9041-C—Cut-Cost Brass Rule and Quotation Cabinet, including brackets (fig. 23, next page), antique finish; area over all, 10x25¼ in.; height, 15¼ in.; approx. shipping weight, 65 lbs. *Code word:* WARCRY.

No. 9044—Cut-Cost Brass Rule, Metal Furniture and Quotation Cabinet (fig. 20), antique finish; floor area, 10x25¼ in.; height, 43 in.; approx. shipping weight, 155 lbs., shipped in 2 crates; cases not included—for these see next page. *Code word:* WALLOWERS.

FONTS OF MATERIALS ASSORTED FOR ABOVE CABINETS

No. 546-E—Unit font 2 pt. Labor-Saving Brass Rule for Cabinets Nos. 546, 546-C and 9041, any plain face rule: 70 pieces each 1 to 5 picas, by ens; 33 pieces 5½, 6½, 7½, 8½, 9½ picas; 70 pieces 6, 7, 8, 9 and 10 to 14 picas, by ems; 46 pieces 15 to 26 picas, by ems; 32 pieces 27 to 38 picas by ems; and 20 pieces 39 to 50 picas, by ems (no miters); approx. weight, 58 lbs.; three fonts fill one cabinet.

No. 546-F—Full font 2 pt. Miters, any plain face rule; 8 sets each of 2, 2½, 3, 4, 5 picas outside; price is per set.

No. 546-G—Half font 2 pt. Miters, any plain face rule; 4 sets of lengths as in font No. 546-F; price is per set.

No. 546-H—Metal Furniture, 1278 pieces as per table on opposite page; approx. weight, 350 lbs.

No. 546-J—Metal Furniture, 639 pieces, half number of pieces in No. 546-H; approx. weight, 175 lbs.

No. 546-K—Iron Furniture, 1278 pieces as per table.

AMERICAN CUT-COST BRASS RULE AND QUOTATION CABINET

No. 546-C (IN STEEL); No. 9041-C (IN WOOD)

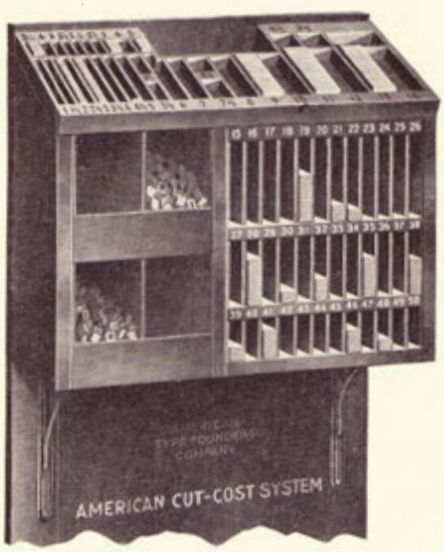


Fig. 23—Cut-Cost Brass Rule and Quotation Cabinet, No. 546-C (Steel); No. 9041-C (Wood), including brackets. For specifications see preceding page.

This cabinet is made to be bracketed on end of a type cabinet or on a wall. A pair of brackets is included. It will hold 180 lbs. of rule, while a full size rule case holds about 60 lbs. It provides for a better assorted font. In a full size rule case each compartment holds the same number of pieces, about 48 of 2 point, irrespective of length, whether 13 or 50 picas. The maximum number of pieces of each length that may be held in this cabinet are:

216 pieces each 1 to 5 picas, graduated by ens, and from 6 to 14 picas, graduated by ems.
100 pieces each 5½, 6½, 7½, 8½, 9½ picas.
144 pieces each 15 to 26 picas, graduated by ems.
96 pieces each 27 to 38 picas, graduated by ems.
63 pieces each 39 to 50 picas, graduated by ems.
70 pieces each right and left miters; lengths 2, 2½, 3, 4, 5 picas.

Approximate weight of brass rule carried, 180 lbs. For specifications of unit font of brass rules see page 1031.

Quotation Quads. Four bins hold 60 lbs. of quotation quads—15 lbs. each of bodies 1½, 2, 3 and 4 picas.

Dimensions. Note the small dimensions: 9¾ in. deep, 25¼ in. wide, 15¼ in. high.

QUARTER AND EIGHTH SIZE CASES

Following are a few of these very useful cases, suitable for use with certain Cut-Cost cabinets. These cases are step-savers and they conserve materials. Few printing plants have half enough of them.

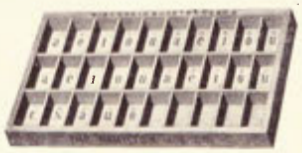


Fig. 24—Quarter size Case No. 3030, for accented letters, split fractions, ornaments, special figures and other purposes.

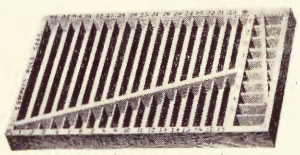


Fig. 25—Brass Rule Case No. 3045, holds 20 pieces each of lengths 1 to 9½ picas by ens, 10 to 36 picas by ems, with boxes for miters.

This small case is specially useful in connection with cabinets illustrated on pp. 1031 and 1036.

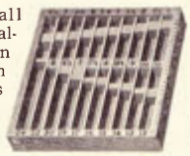


Fig. 26—Eighth size Case No. 3097, for brass rules, or 1 pt. leads.



Fig. 27—Quarter size Case No. 3035, for figures and fractions.

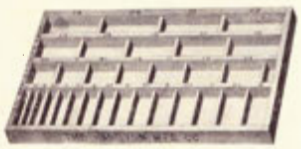


Fig. 28—Quarter size Case No. 3055, for brass leaders.



Fig. 29—Quarter size Case No. 3025, for special figures and spaces and other purposes.

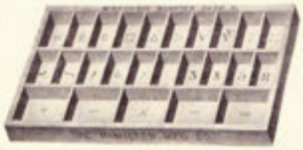


Fig. 30—Quarter size Case No. 3040, for signs, split fractions, accented letters and other purposes.



Fig. 31—Quarter size Case No. 3080, for borders. Has partitions adjustable in both directions.

CUT-COST OPEN TYPE CABINET

No. 9018; MADE IN WOOD ONLY

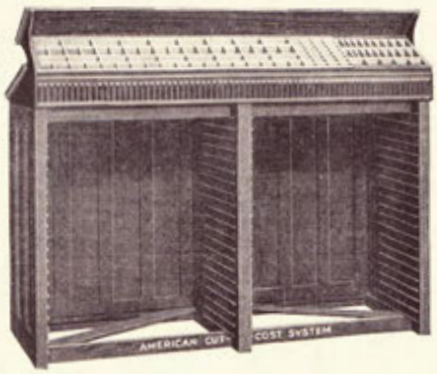


Fig. 32—Case side, as sold, without cases, showing rear of Cut-Cost Top No. 9011.

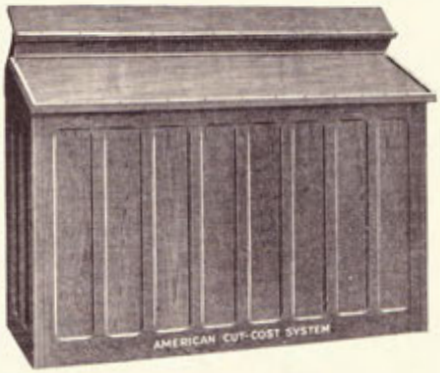


Fig. 33—Working side, showing Cut-Cost Top No. 9011, described on page 1029.

This open cabinet is made to hold 40 full size regular lip-front cases. It will not take cabinet-front cases. The top is the same as the top of Cut-Cost Type Cabinet No. 9001

SPECIFICATIONS FOR CUT-COST OPEN TYPE CABINET

No. 9018—Cut-Cost Open Type Cabinet, as per figs. 32 and 33, made in wood only, to hold 40 full size regular lip-front cases, but sold without cases; antique finish; floor area, 22½x70 in.; approx. shipping weight, 475 lbs., shipped in 2 crates. *Code word:* WALLTREE.

DEAD-MATTER OR LETTERBOARD CABINETS

No. 2460 (IN WOOD); No. 12460 (IN STEEL)

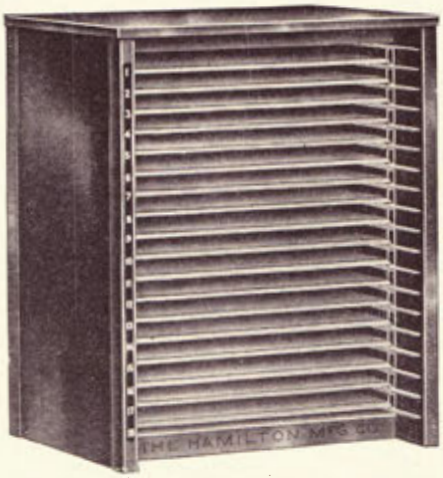


Fig. 34—Steel Dead-Matter or Letterboard Cabinet No. 12460, with 18 steel letterboards.

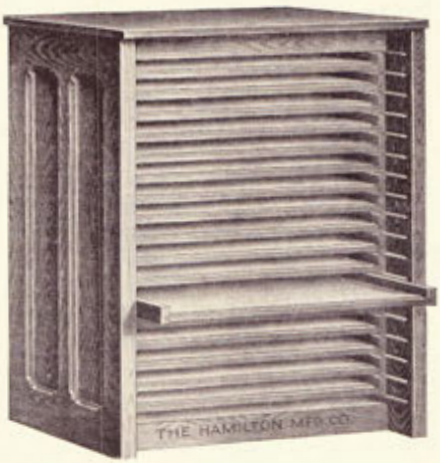


Fig. 35—Wood Dead-Matter or Letterboard Cabinet No. 2460, with 17 wood letterboards.

In the Cut-Cost System the use of letterboards is limited to carrying dead matter and for storing extra large jobs. The letterboards have closed backs and are open and rabbeted in front.

SPECIFICATIONS FOR DEAD-MATTER OR LETTERBOARD CABINETS

Steel Construction

No. 12460—Dead-Matter or Letterboard Cabinet (fig. 34), with 18 full size steel letterboards, each 30⅝x16½ in. inside; floor area, 21½x35 in.; height, 43 in.; approx. shipping weight, 575 lbs. *Code word:* UTTERLY.

Wood Construction

No. 2460—Dead-Matter or Letterboard Cabinet (fig. 35), with 17 full size wood letterboards, each 30⅜x15⅛ in. inside; floor area, 35½x22½ in.; height, 43¾ in.; approx. shipping weight, 425 lbs. *Code word:* WARFARE.

CUT-COST LARGE LETTER CABINET

No. 543; Made in Steel Only

This cabinet meets a requirement, hitherto unsupplied, of the larger printing plants for carrying fonts which cannot be put in any kind of full size cases. The only substitute for this cabinet is a wood type cabinet, the cases in which are not strong enough to carry a full weight of metal type.



Fig. 36—Cut-Cost Large Letter Cabinet. Each case will hold a 75 lb. weight font and 5 lbs. of spaces and quads.

Novel Features. The steel front cases, of which there are 22, are extra strong, with bottoms screwed on, and move on rollers on steel runs, so that a case carrying 75 lbs. of types and 5 lbs. of spaces and quads can be pulled out easily with one hand. The body of the cabinet is extra deep, so that when a case is pulled out to expose all its contents it is supported by runs for three-quarters of its depth as shown in fig. 36—an important feature.

The division strips between the rows of type are 18 pts. thick; they engage in notches in sides of both compartments, and are so arranged that the spaces between them may be varied by 6 pts. As each case will carry two large size job fonts, two label holders are provided on each case.

Capacity. A case will carry a 75 lb. weight font of either 84 or 96 pt. and 5 lbs. of spaces and quads; or a case will carry a weight font of 50 lbs., with six rows to spare; or two job fonts of certain large types may be carried in one case.

For Script Types. The cases in this cabinet are recommended for script types, especially those of large size. When used for script types, each letter of the alphabet and the figures should be separated by a quotation quad. This will make both composition and distribution easier. Script types thrown in regular cases are always in danger of damage from the mere movement of the cases.

Lighting. As these cabinets are specially useful in newspaper plants, an electric light over the cases is almost indispensable, hence this cabinet is supplied with electric fixtures. The lamp is not supplied.

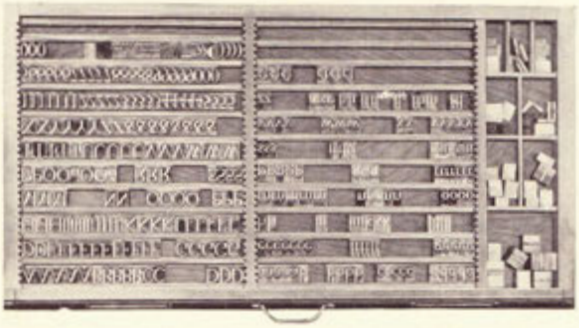


Fig. 37—Case used in Cut-Cost Large Letter Cabinets. These will carry 80 lbs. of types and spaces and quads. They run on rollers.

The Top is arranged as a bank for convenience in assembling long lines on galleys for broadsides and posters and scare heads.

SPECIFICATIONS OF CUT-COST LARGE LETTER CABINET

No. 543—Steel Cut-Cost Large Letter Cabinet (fig. 36), with 22 steel front cases (fig. 37) and wiring for electric light over cases, without bulb, olive green finish; each case with two brass label holders; floor area, 43 3/16 x 30 1/8 in.; height, 51 3/8 in.; approx. shipping weight, 650 lbs. *Code word:* Wardens.

CUT-COST WORK BENCH AND AUXILIARY CABINET

No. 528 (IN STEEL); No. 9075 (IN WOOD)



Fig. 38—Cut-Cost Work Bench and Auxiliary Cabinet, showing on this side 6 Rowen border cases and 7 drawers to hold quarter size cases; on top, a scrap pan (behind miterer), and in front 6 extra large full-depth sort drawers with adjustable partitions, and a large case for strips and off-cuts of rules and leads.

This is a Four-in-One Cabinet. (1) *As a Work Bench* it is large enough for 2 men to work side by side, using the miterer and rule and lead cutter, and yet not so large as to prevent its being placed conveniently central to a group of users, as shown in fig. 7, page 1025. There is a bank in rear for carrying composing sticks, when materials are being cut to measure, or live materials cut or waiting to be cut. There is a removable steel scrap pan into which the waste may be swept. There is a case (fig. 39) for carrying full length strip and off-cut rules and leads, all kept on edge, with rules face up.

(2) *As a Quarter Case Cabinet* it will hold 20 quarter size cases in numbered drawers for carrying auxiliaries, as listed on page 1037.

(3) *As a Border Cabinet* it has 6 Rowen border cases, each 8¼x14½ in. inside, cases tilted to prevent borders from pieing.

(4) *As a Sorts Cabinet* it has a storage capacity of 1470 lbs. of leads, spaces, quads, etc., in 6 large drawers with movable partitions.

Edition Leads. When there are considerable surpluses of leads or slugs, cut for special purposes or publications, the 6 large drawers running from front to rear will carry 1470 lbs.

A Companion Cabinet. On page 1036, the relation of this cabinet to the Cut-Cost Justifying and Spacing Materials Cabinet is illustrated. They should be used together.

The Proper Location of this Cabinet in a composing room is shown on page 1025, where it is seen to be in center of a Cut-Cost type-setting unit.

The mitering machine, rule cutter, and the quarter cases are extras, to be ordered separately.



Fig. 39—Case for strips and off-cuts of brass rules and leads. The partitions are spaced to keep this material on edge, the brass rules face up.



Fig. 40—Another view of Cut-Cost Work Bench and Auxiliary Cabinet, showing 14 drawers (at right) to hold quarter size cases in which to carry some of the auxiliaries listed on page 1037.

SPECIFICATIONS FOR CUT-COST WORK BENCH AND AUXILIARY CABINETS

Steel Construction

No. 528—Cut-Cost Work Bench and Auxiliary Cabinet (fig. 38), olive green finish, with scrap pan; floor area, 25x37 in.; approx. shipping weight, 650 lbs. *Code word:* UPSWELLS.

Wood Construction

No. 9075—Cut-Cost Work Bench and Auxiliary Cabinet, antique finish, with scrap pan; floor area, 25x37 in.; approx. shipping weight, 450 lbs. *Code word:* WALLROCK.

TWO CABINETS UNEQUALED IN EFFICIENCY: THESE MERIT CAREFUL STUDY



Fig. 41—The pivot of the Cut-Cost type-setting unit: Cut-Cost Justifying Materials Cabinet (right) and Cut-Cost Work Bench and Auxiliary Cabinet, holding reserve supplies of materials, enough for a Cut-Cost unit of compositors. These cabinets are more fully described on pages 1035 and 1038.

These two cabinets are the heart or pivot of a Cut-Cost type-setting unit, as illustrated in fig. 42, below. A full realization of American Cut-Cost economies depends upon the use of these cabinets. They take the place of half a dozen cabinets of non-related designs which heretofore have been necessary to carry the astonishing quantity and variety of materials that are here assembled in a position central to and quickly reached by from 5 to 8 compositors, while together they occupy a floor space of only 39x60 in.

On the opposite page is a list of the materials and auxiliaries that may be carried in these two cabinets. Few printers use all the auxiliary materials, but almost all the drawers have a variety of uses.

The drawers are numbered and each cabinet has a holder to carry a contents card, on which each kind of material may be indexed, and thus quickly found.

Necessity for Ample Reserve Supplies of Spacing and Justifying Materials. In the average composing room more time is wasted from lack of adequate supplies of these materials than from any other cause. Production is slowed down and



Fig. 42—Showing the pivotal relation of above two cabinets (Nos. 9 and 10 in picture) in a Cut-Cost type-setting unit.

workmen disheartened, especially in rush periods, to such an extent that the losses in a year are greater than the cost of an adequate supply of materials, which would be an asset for years.

Few printers realize that in job composition, under present conditions, there is on an average a much greater weight of spacing and justifying materials than of actual types. All type cases should be provided with spaces and quads, but 5 lbs. of these to 20 lbs. of types is barely sufficient to set the case out, if set in solid lines, and quite inadequate for display work.

The business of the man in an alley is to empty the cases and to use up spacing and justifying materials. Every time he has to hunt for materials the cost of composition is increased.

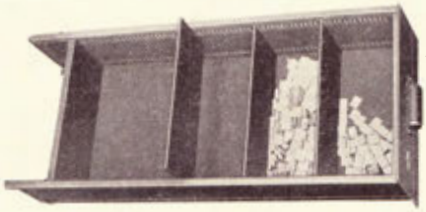


Fig. 43—In the Work Bench and Auxiliary Cabinet (left, in fig. 41) there are 6 of these drawers, Nos. 2-7, each 9¼x20¼x5 in., each holding 245 lbs. of leads or quads, or sorts. The partitions are adjustable.

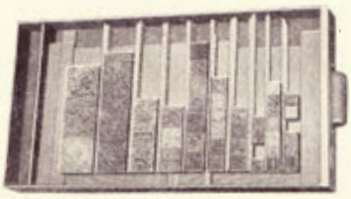


Fig. 44—In the Work Bench and Auxiliary Cabinet there are 6 of these cases, with partitions adjustable by 6 pts., for holding borders, initials, script types, etc. Each case is 8x15 in. inside, and tilted sidewise.

NOTE ASTONISHING STORAGE CAPACITY OF THESE TWO CABINETS

Spaces and Quads. More than 2900 lbs. Cabinet at the right in fig. 41 carries 640 lbs. in 8 sizes in steel removable boxes on top (each kind of space and quad in a separate box); 800 lbs. in 10 drawers (fig. 46); and cabinet at left carries 1470 lbs. in 6 drawers (fig. 43).

L. S. Leads and Slugs. More than 3700 lbs.: 1465 lbs., 4 to 50 picas long, in bank and racks (see fig. 47, page 1038), and 1470 lbs. of extra supplies of most used lengths in 6 drawers (fig. 43). Ten drawers (fig. 46) under lead rack may also be used for L. S. leads or slugs, capacity 800 lbs., making maximum capacity of both cabinets over 3700 lbs.

Strip Brass Rules or Leads: 1200 ft. strip rule, 2 pt. body, all kept on edge, face up; or 123 lbs. strip leads, kept on edge; or part rules, part leads.

L. S. Brass Rules. On overhead bank, above space and quad boxes, 32 lbs. in 2 cases; in a large drawer (fig. 48), 64 lbs. in 4 cases; or in as many of 31 drawers as required, 16 lbs. each in single drawers and 24 lbs. each in double drawers (fig. 21). Rule cases are extra.

Leaders. 120 lbs. in 4 drawers, Nos. 27 to 30 (fig. 45), to be kept in individual leader boxes. Leader boxes are extra—not supplied with cabinet.

Quotation Quads. 225 lbs. in drawer No. 26. Additional quantities may be stored in other sort drawers. Drawer No. 26 may also be used for storing quads.

Borders. Six Rowen border cases (fig. 44) are specially designed to carry script types, borders, initial letters and ornaments, kept on their feet in tilted cases, with partitions adjustable by 6 pts.

LIST OF AUXILIARIES THAT MAY BE STORED IN THESE TWO CABINETS

Ten drawers take one each quarter and eighth size cases, and 21 drawers take quarter size cases, and in these, with and without cases, may be carried any of the following auxiliaries:

Accents	Corners	Fractions	Ornaments	Rules, Perforating
—Piece	Corner Quads	—Piece	Phists	Signs, Algebraic
Adcuts	Dashes	—Split	Quads, Angular	—Astronomical
Borders	Decorators	Imprints	—Circular	—Commercial
Braces	Figures, Advertising	Initials	—Corner	—Ecclesiastical
Calendar Figures	—Canceled	Leaders, Brass	Recipe Marks	—Geometric
Calendars, Perpetual	—Inferior	—Dotted	Rules, Cutting	—Mathematical
Circles and Ovals	—Special	Letters, Inferior	—Scoring	—Medical
Composing Sticks	—Superior	—Superior	—Steel	Trade-Marks

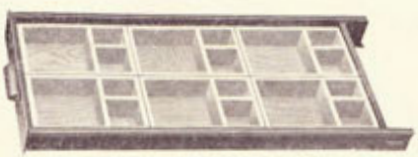


Fig. 45—In the Justifying Materials Cabinet there are 4 of these drawers, Nos. 27 to 30, each designed to hold 6 No. 3185 Individual Leader Boxes. If not required for leaders, these may be used for carrying circles, ovals, adcuts, large initials, composing sticks, etc.



Fig. 46—In the Justifying Materials Cabinet there are 10 of these drawers, Nos. 4 to 13, each 4½x23½x3¼ in. inside, with adjustable partitions, which may be used for type sorts, spaces, quads, or surplus of certain most used lengths of leads—"edition" leads. Each drawer has a capacity of 80 lbs.

AMERICAN CUT-COST JUSTIFYING MATERIALS CABINET

No. 525 (IN STEEL); No. 9063 (IN WOOD)

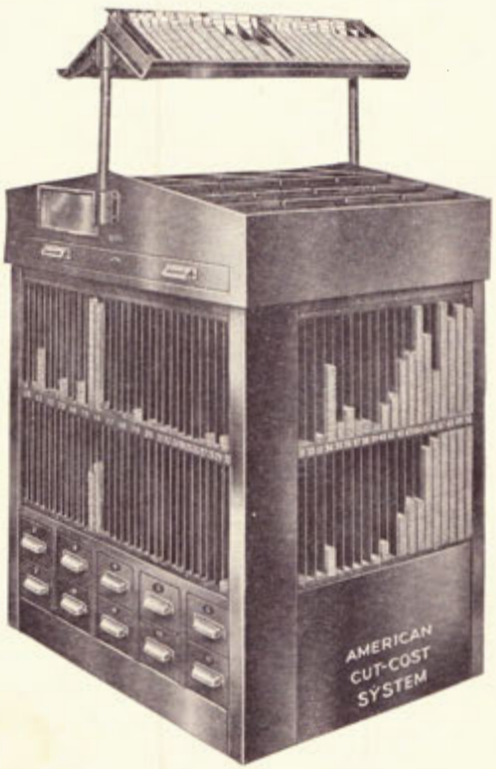


Fig. 47—Cost-Cut Justifying Materials Cabinet. Note bank for short length leads on top. For specifications see foot of next page.

A Space-Saver. This is a 4-in-1 cabinet. It takes the place of the following pieces of uncorrelated and time-wasting design, and occupies less than half the space: (1) a lead and slug bank; (2) a space and quad cabinet; (3) a general storage cabinet for brass rules, leaders, quotation quads, etc.; (4) a quarter case cabinet for auxiliaries. Every cubic inch within this cabinet is utilized. Every square inch of floor space has a rental value. Cut-Cost economies decisively minimize rental charges.

Lead and Slug Capacity. Short lengths of leads and slugs, 4 to 9½ picas, by ens, are carried on overhead bank, as shown in cut. Lengths of leads and slugs from 10 to 50 picas, by ems, are carried in racks. There are 4 compartments in the rack for the most used lengths (10 to 20 picas), giving a stack of each of these lengths 42 in. in height. Of lengths from 21 to 50 picas the stacks may be 21 in. high. The combined capacity of bank and racks is 1465 lbs. In addition, 2 drawers, Nos. 24 and 25, will carry on their edges 123 lbs. of strip leads or slugs. In 10 drawers, Nos. 4 to 13 (fig. 46), 800 lbs. of edition leads may be carried, if drawers are not used for spaces or quads or sorts. The maximum capacity for leads and slugs is, therefore, 2388 lbs. The following table shows weights and lengths carried in bank and racks.

TABLE OF LENGTHS AND WEIGHTS OF LEADS AND SLUGS IN BANK AND RACKS

LENGTHS . .	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10	11	12	13	14	15	16	17	18
POUNDS . . .	5¼	6	6¾	7¼	8½	9¼	9¾	10½	11	11¾	12¼	13	19	21	23	25	27	29	31	33	35
	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42
	37	39	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41
																	43	44	45	46	47	48	49	50
																	42	43	44	45	46	47	48	49

Racks vs. Banks. Racks are better in every way than banks for storing leads and slugs 10 picas and longer. Careful tests have conclusively demonstrated this superiority. Racks save space immensely. Racks may be placed where they are easier of access than are banks. Leads on banks are easily pied; in racks, leads can't pi. Those only object to racks who have never used them.

Spaces and Quads. There is a total storage capacity of 1665 lbs. of spaces and quads. Steel removable boxes on top, easy of access, hold 640 lbs. of 8 sizes, each kind in a separate box, 48 boxes in all. In 10 drawers, with movable partitions, as shown in fig. 46, page 1037, 800 lbs. may be stored. Drawer No. 26 (see fig. 49), with movable partitions, holds 225 lbs.

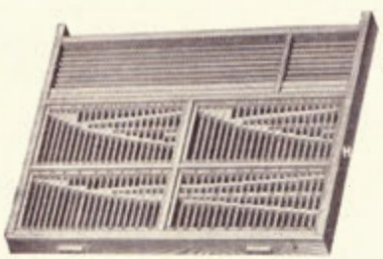


Fig. 48—Drawer No. 3 (over lead rack), carrying 4 quarter size labor-saving brass rule cases, and, in rear, compartments for strip rule and off-cuts, all held face up. See two other rule cases on overhead bank on fig. 49, next page.

Brass Rule Capacity. On overhead bank, as shown in fig. 49, there is a place for 2 Brass Rule Cases Nos. 3015 and 3020. These are designed to hold 32 lbs. of labor-saving brass rules, lengths 1 to 36 picas. In case No. 3 (fig. 48) there is space for 4 Brass Rule Cases No. 3045, holding 16 lbs. each, lengths 1 to 36 picas. In drawers Nos. 24 and 25, 1200 ft. of 2 pt. strip brass rules may be placed, face up, or either drawer may be used for strip leads. If more places for brass rules are required, any of 10 drawers, Nos. 14 to 23, will hold 1 each quarter size and eighth size brass rule case (fig. 21, page 1031).

Quotation Quads. Drawer No. 26 will hold 225 lbs. of quotation quads, each of the four bodies (18, 24, 36, 48 pt.), in separate compartments, divided by adjustable partitions. This large drawer, if not required for quotations, is available for storing quads, edition leads, etc.

Leaders. Four drawers, Nos. 27 to 30 (fig. 45, page 1037), are each designed to carry 6 Individual Leader Boxes No. 3185, total capacity 120 lbs. These drawers are suitable for storing other kinds of materials, if not required for leaders.

General Storage Purposes. Besides the drawers enumerated above, there are 10 more, Nos. 14 to 23, each of which will carry 1 each quarter size and eighth size case (fig. 54), in which any of the auxiliaries listed on page 1037 may be carried, as well as L. S. brass rules.

A Time-Saver. As a storage cabinet, vitally necessary in every composing room in which maximum production is desired, this piece is 100 per cent efficient. In a floor space of only 29x38 in. it will hold more than 3600 lbs. of Justifying Materials (leads and slugs, spaces, quads, quotations), Brass Rules (labor-saving and strip), and Auxiliaries (signs, leaders, special figures, fractions, initials, borders, etc.), as per list on page 1037. It is impossible to get more of these materials in so small a space. This extraordinary compactness makes it possible to place this cabinet within easy reach of every man in a Cut-Cost type-setting unit, as illustrated in fig. 7, page 1025. Thus many minutes of the time of every man in the unit are saved hourly. The proprietor pays for every step, however unnecessary. Every minute saved is an addition to net profits.

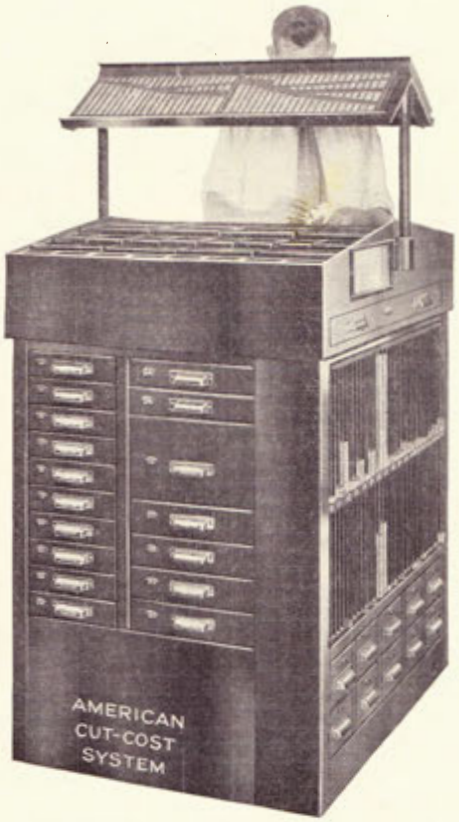


Fig. 49—Another view of Cost-Cut Justifying Materials Cabinet, showing drawers for auxiliaries, etc.



Fig. 50—Leader Box No. 3185, which may be used in drawers Nos. 27 to 30.

SPECIFICATIONS OF CUT-COST JUSTIFYING MATERIALS CABINET

Steel Construction

No. 525—American Cut-Cost Justifying Materials Cabinet, as illustrated, with overhead short lead bank, but without quarter size and eighth size cases and leader boxes; olive green finish; floor area, 28½x37 in.; height over all, 57 in.; approximate shipping weight, 950 lbs., shipped in 2 crates. *Code word:* UPSPRING.

Wood Construction

No. 9063—American Cut-Cost Justifying Materials Cabinet, with overhead short lead bank, but without quarter and eighth size cases and leader boxes; antique finish; floor area, 28x37 in.; height over all, 60 in.; approximate shipping weight, 600 lbs., shipped in 2 crates. *Code word:* WALLPIECE.

CASE EQUIPMENT FOR NOS. 525 AND 9063

No. 3185—Individual Leader Box (fig. 50).
No. 3097—Eighth size Brass Rule Case (fig. 26, p. 1032).
No. 3045—Brass Rule Case (fig. 25, p. 1032).

Nos. 3015 and 3020 Brass Rule Cases work together as one case, holding lengths from 1 to 36 picas, to place on overhead bank as shown in fig. 49.

AMERICAN CUT-COST WORK BENCH AND JUSTIFYING MATERIALS CABINET

No. 531 (IN STEEL); No. 9070 (IN WOOD)

This cabinet is designed for use in plants employing about five compositors. Larger plants and plants expecting to expand are recommended to use our Cut-Cost Justifying Materials Cabinet and our Cut-Cost Work Bench and Auxiliary Cabinet, as shown on page 1036.

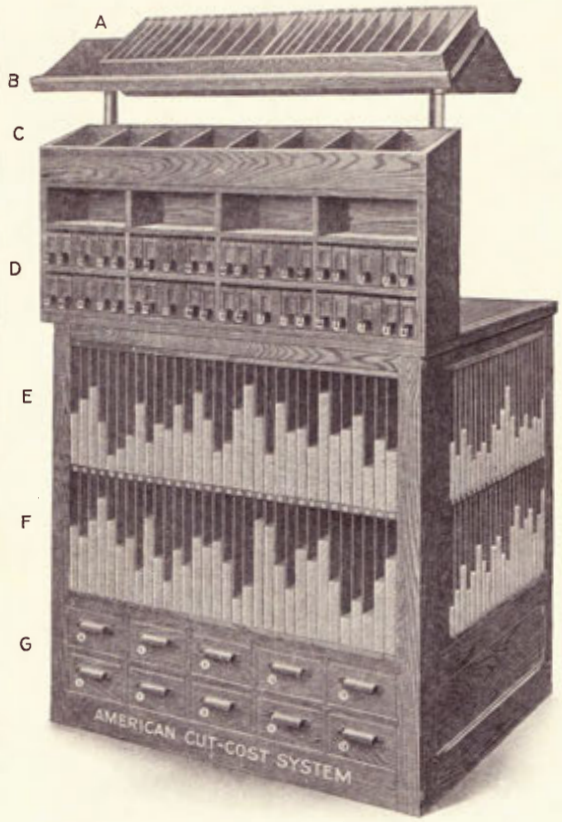


Fig. 51—Cut-Cost Cabinet, No. 9070 (in Wood); No. 531 (in Steel). On this side it is a Justifying Materials Cabinet. See opposite page for view of Work Bench and specifications. The lead and slug bank on auxiliary top and the steel sort boxes shown in the cut are included in the price of cabinet. The picture shows wood construction. All drawers are numbered to facilitate indexing.

When Buying This You Buy Five Pieces in One. This is a concentration of five necessary pieces in one construction. Even in a small printshop there is a great advantage in such a concentration. The top (work bench) is detachable, and as a plant develops the top of Cut-Cost Justifying Materials Cabinet (page 1038) may be substituted, and a Cut-Cost Work Bench (page 1035) added. This cabinet, occupying about the same floor space as a single-tier 24-case type cabinet, functions as follows:

1. **It is a Work Bench** (see O on picture on opposite page), with a working area of 26x38 in., holding comfortably a rule cutter and a mitering machine, with ample room for two men to work simultaneously. Rule cutter and mitering machine are extras.

2. **It is a Lead and Slug Rack** (see A and E and F), holding 1465 lbs. of leads and slugs from 4 to 9½ picas by ens and from 10 to 50 picas by ems. Each compartment in rack is 10½ in. high, and 4 compartments each are alloted to lengths from 10 to 20 picas inclusive. Compartments in lead bank (A) on overhead bank (B) are double depth, each 7 in. long. Strip leads and rules have places in two drawers (Nos. 24 and 25) at K in picture on opposite page.

3. **It is a Space and Quad Cabinet.** At C are 8 large bins for holding 8 sizes of quads. At D steel boxes (figs. 52, 53) are provided, filling 8 compartments, each set of 5 boxes holding em and en quads and thick and thin spaces of one body. Above the steel boxes are 4 empty compartments in which additional steel boxes may be placed, to accommodate 4 other sizes of spaces and quads. Spaces and quads may also be stored in any or all of the 10 full length drawers at G, the capacity of each drawer being 80 lbs. These drawers have movable partitions and the steel boxes have label holders and pulls.

4. **It is a Sort Cabinet.** At G are 10 full length drawers (fig. 46, page 1037), each with movable partitions, capacity of the 10 drawers being 800 lbs. These drawers are available for sorts of all kinds, leads, slugs or spaces and quads. At K are 2 drawers, divided longitudinally to carry full length strips of leads and brass rules, keeping all on their edges. At L is 1 large drawer (No. 26) with 5 compartments, for holding quotation quads, capacity approximately 225 lbs. Drawer No.

26 may also be used for storing spaces and quads. At M are 4 drawers (fig. 56), each to hold 6 individual leader boxes, capacity of all about 120 lbs. Leader boxes are extra, if required.

5. **It is a Quarter Case Cabinet.** At N there are 10 drawers (figs. 54 and 55), each made to hold 1 each quarter size and eighth size case, for carrying brass rule, special figures, fractions, signs, borders, circles, ovals, initial letters and other auxiliary material. At H, on the auxiliary bank, there is room for 2 quarter size brass rule cases, Nos. 3015 and 3020. Quarter and eighth size cases are extra.

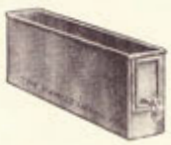


Fig. 52—No. 3452, Steel Sort Box; 32 of these furnished with cabinet.

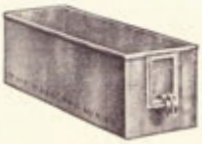


Fig. 53—No. 3454, Steel Sort Box; 8 of these furnished with cabinet.



Fig. 54—There are 10 of these drawers in Cabinets Nos. 9070 and 531. Each drawer will hold 1 each quarter size and eighth size case. Or may be used without cases, to carry brass circles, ovals, etc. Cases are extra.



Fig. 55—One of 10 drawers described above, and supplied with cabinet, but without cases.



Fig. 56—There are 4 drawers, each to hold 6 No. 3185 Leader Boxes. Leader boxes are extra.

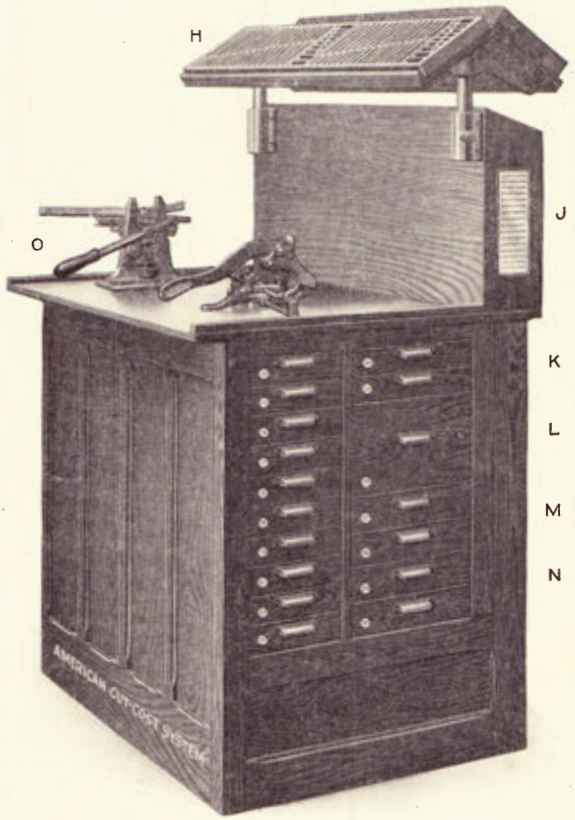


Fig. 57—Cut-Cost Cabinet, No. 9070 (in Wood); No. 531 (in Steel). On this side is a Work Bench. See opposite page for view of Justifying Materials Cabinet. Specifications below. Rule cases and rule cutter and mitering machine, shown in picture, are extras. The picture shows wood construction. All drawers are numbered to facilitate indexing. At J is a contents card holder, in which contents of each drawer may be indexed.

SPECIFICATIONS OF CUT-COST WORK BENCH AND JUSTIFYING MATERIALS CABINETS

Steel Construction

No. 531—American Cut-Cost Work Bench and Justifying Materials Cabinet, with 32 No. 3452 and 8 No. 3454 steel sort boxes, with a movable double depth lead and slug bank (fig. 51) on the overhead bank for short length (4 to 9½ picas) leads and slugs, but not including any quarter or eighth size cases or leader boxes or rule and lead cutter or mitering machine; floor area, 28½x37 in.; height to work bench, 36 in.; height over all, 61 in.; Approx. shipping weight, 925 lbs., shipped in 2 crates. *Code word:* UPTURNED.

Wood Construction

No. 9070—American Cut-Cost Work Bench and Justifying Materials Cabinet, with 32 No. 3452 and 8 No. 3454 steel sort boxes; with a movable double depth lead and slug bank (fig. 51) for short length (4 to 9½ picas) leads and slugs; but not including any quarter or eighth size cases or leader boxes or rule and lead cutter or mitering machine; floor area, 29x37 in.; space over all, 33x38½ in.; height to work bench, 36 in.; height over all, 61 in.; Approx. shipping weight, 625 lbs., shipped in 2 crates. *Code word:* WALLRUE.

Extras for Cabinets Nos. 531 and 9070

No. 3185—Leader Box (fig. 50), 8x5x1¾ in., for drawers 27-30; capacity, 5 lbs.; weight, 6 oz.

No. 3452—Steel Sort Box (fig. 52), additional to those supplied with cabinets, 1½x6x3 in.; capacity, 2 lbs. 10 oz.; weight, 5½ oz.

No. 3454—Steel Sort Box (fig. 53), additional to those supplied with cabinets, 3x6x3 in.; capacity, 5 lbs. 4 oz.; weight, 7½ oz.

For quarter and eighth size cases, see page 1032.

GREAT ECONOMIES OF THE CUT-COST SYSTEM OF GALLEY STORAGE OF LIVE JOBS

Letterboards are Time-Wasters. The practice of storing live jobs and pages on letterboards is one of the chief causes of lost time in composing rooms. No one knows where to find such a job when it is wanted. Time is wasted in searching. When the job is found, it has usually been pushed to the rear of the board by other jobs, and more time is wasted in shunting it from behind. After pulling out several heavy letterboards the compositor returns to his productive work with wasted energy and in a state of discouragement. This practice is no less foolish than that of throwing a firm's correspondence into a box, and hunting through the box every time a letter has to be found.

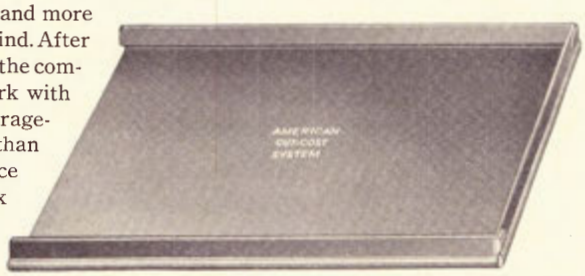


Fig. 58—Pressed Steel Galley; accurate enough to use in setting, cheap enough to use for storage purposes.

Every Live Job and Page should be Found Instantly, when wanted. In the Cut-Cost System every live job and page, after proofing, is kept on its galley and placed on a numbered shelf in a Cut-Cost Imposing Table (fig. 62, p. 1044) or in a Unit Galley Cabinet (fig. 60, p. 1043). The number of the shelf is penciled on the proof, and the job is instantly found for correction. The same process of proofing and numbering and finding is followed with each revise, until, with the final revise proof in hand, the stoneman gets instant possession of the job, no questions asked, no time lost. Those using this system save time on every job and page they handle. The system is now in general use. In one Cut-Cost composing room there are 11,826 pressed steel galleys in use, and 11,826 numbered places in which to put them.

Steel Galleys are Used in this System. Our Pressed Steel Galleys are made with such accuracy that jobs may be set and pages made up on them, yet they are cheap enough to be used for storing live jobs and pages. *From the time the job is started until it is locked in a chase it should not leave the galley.* There was a time when any cheap, roughly made galley would serve well enough for storage purposes, but that these galleys were not economical in use is proved by the fact that hundreds of thousands of them have been scrapped, so that they are no longer listed by reputable dealers.

CUT-COST STEEL DUMPING AND STORAGE TABLES

No. 779; Made in Steel Only, to Order

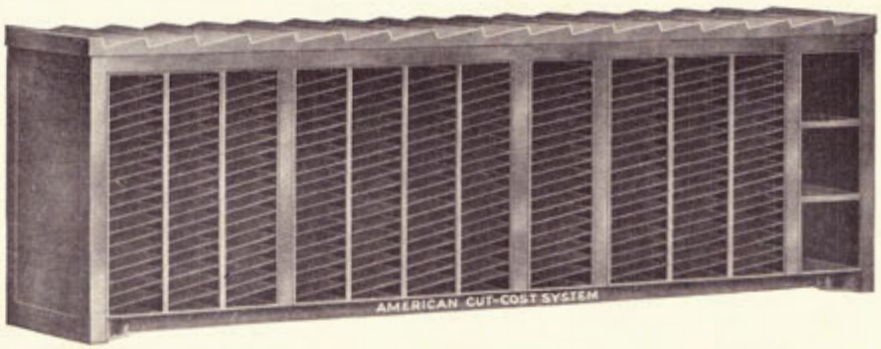


Fig. 59—*Made to order only,* in lengths of 5, 6, 7 and 8 ft., with any arrangement of the galley shelves. Table here illustrated has a floor area of 28x95½ in. and is 38¼ in. high. It is arranged for 119 single, 51 double and 17 triple column galleys, each 23½ in. long; all galley shelves are numbered. At the end are 3 bins for holding empty galleys. Back of table may be made closed or open. Galley units in great variety, ends, rails and tops are kept in stock at factory. For specifications see foot of opposite page.

UNIT GALLEY CABINETS OF CUT-COST SYSTEM

MADE IN SEVEN UNITS IN BOTH STEEL AND WOOD

The high efficiency of the Unit Galley Cabinets for live matter storage is explained on the opposite page. Each unit holds 100 pressed steel galleys (except one, which holds 50) on steel runs (no shelves). Units are all 38½ in. in height, and may be stacked two cabinets high where floor space needs to be conserved.

The galley runs are numbered 1 to 100. When two or more cabinets are in use, the numbers are differentiated by means of symbol letters attached to the cabinets and proofs are numbered thus: A1-A100, B1-B100, and so on. Galleys are not and do not need to be numbered.



Fig. 60—Unit Galley Cabinet No. 13540, holding 100 pressed steel galleys, 8¾x13 in. inside. Galleys are extra.

Though shown in the illustration, galleys are not included with cabinets. These cabinets are superior in workmanship and material, staunch and durable. In steel, the finish is olive green; in hardwood, antique finish.

SPECIFICATIONS OF UNIT GALLEY CABINETS, WOOD CONSTRUCTION

No.	Galley Capacity	Size of Galleys Inside, Inches	Floor Space, Over All, Inches	Height, Inches	Approximate Shipping Weight, Lbs.	No. of Tiers
3538	50	8¾x13	23 x15½	38½	150	2
3540	100	8¾x13	43⅜x15½	38½	225	4
3541	100	10 x16	48⅝x17¾	38½	300	4
3542	100	12 x18	56⅝x19¾	38½	350	4
3544	100	3½x23¼	22⅝x25⅝	38½	200	4
3545	100	6¼x23¼	33⅝x25⅝	38½	260	4
3565	100	8½x23¼	42⅝x25⅝	38½	325	4

SPECIFICATIONS OF UNIT GALLEY CABINETS, STEEL CONSTRUCTION

No.	Galley Capacity	Size of Galleys Inside, Inches	Floor Space, Over All, Inches	Height, Inches	Approximate Shipping Weight, Lbs.	No. of Tiers
13538	50	8¾x13	22⅝x14½	38½	200	2
13540	100	8¾x13	44 x14½	38½	285	4
13541	100	10 x16	49¼x17½	38½	330	4
13542	100	12 x18	57 x19½	38½	400	4
13544	100	3½x23¼	23¼x25	38½	350	4
13545	100	6¼x23¼	34 x25	38½	380	4
13565	100	8½x23¼	43 x25	38½	400	4

PARTICULARS OF CUT-COST STEEL DUMPING AND STORAGE TABLE

Shown on opposite page (fig. 59); made to order only

No. 779—Cut-Cost Steel Dumping and Storage Table, fig. 59 on opposite page; floor area, 28x95½ in.; height, 38¼ in. Consists of standard steel frame with open back, shelves running clear through; shelves numbered; with standard galley top and standard units (left to right) Nos. U-8, U-51, U-9, U-51, U-22, U-51, U-17, U-51 and U-39; approx. shipping weight, 1250 lbs. These tables are also furnished 60, 72 and 84 in. wide, to take any width or widths of column galleys. Unit U-51 is the upright support between each galley unit.

AMERICAN CUT-COST IMPOSING TABLES

MADE IN STEEL AND IN WOOD, IN TWO SIZES

The Great Economies of the Cut-Cost System of live job and page storage have made these two sizes of imposing tables our best sellers. *The Cut-Cost System of live matter storage begins with these tables.* All jobs and pages must come eventually to the imposing tables, and there are no good reasons why they should not go there immediately after proofing.

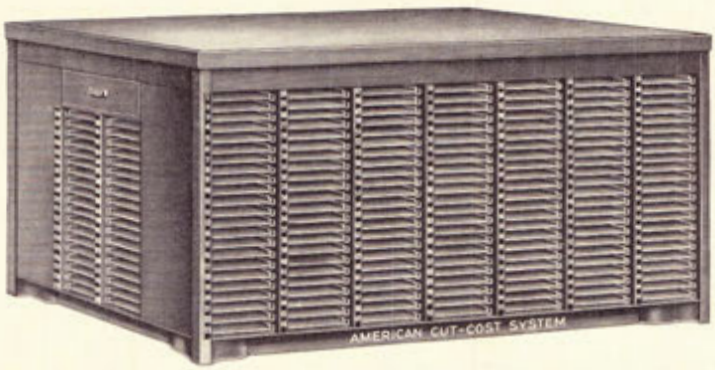


Fig. 61—No. 14020 Cut-Cost Steel Imposing Table, with Iron Surface 51x75 in., to hold 398 8¾x13 in. pressed steel galleys, with 2 large drawers. Galleys are extra.

DIMENSIONS AND CAPACITY OF CUT-COST IMPOSING TABLES

No.	Construction	Area of Iron Surface Inches	Area of Marble Surface Inches	Capacity for 8¾x13 inch Galleys	Height Inches	Approx. Shipping Weight, Lbs.		
						Table with *Surface	Table Only	Steel Galleys
4010-A	Wood	39x65	36x62	292	38¼	1250	575	675
4020-A	Wood	51x75	48x72	380	38¼	1650	670	900
14010	Steel	39x65	36x62	306	38¼	1400	720	700
14020	Steel	51x75	48x72	398	38¼	1900	920	925

**When a marble surface is ordered, a wood coffin for it is required and is furnished, unless otherwise ordered. Weights of iron surfaces and marble surfaces with coffins are approximately the same.*

Iron or Marble Surfaces. In ordering it is necessary to state whether iron or marble surfaces are required. There is some sacrifice in working area when a marble surface is used, as the marble requires a coffin to protect the edges. In the long run iron surfaces are more economical, and their superiority is unquestioned. When a table is ordered with marble surface, a wooden coffin is furnished and charged for, unless otherwise ordered.

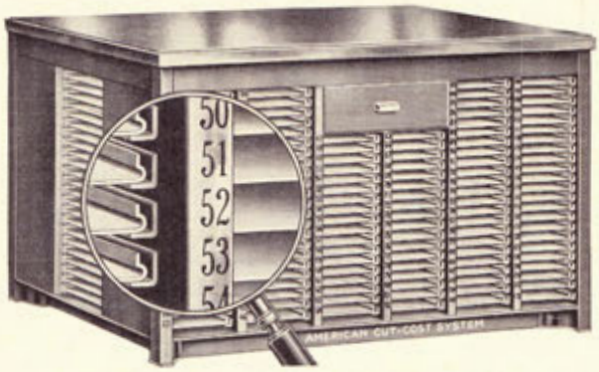


Fig. 62—No. 14010 Cut-Cost Steel Imposing Table, with Iron Surface 39x65 in., to hold 306 pressed steel galleys, with 2 large drawers. Galleys are extra. For specifications see next page.

Galleys. These tables carry (on steel runs—not shelves) only standard pressed steel galleys 8¾x13 in. inside. Tables to take other sizes of pressed steel galleys are made to order.

Numbering. Galley runs are numbered alike on all tables of the same size. When two or more tables are in use, the numbers are differentiated by attaching brass symbol letters to each table, and proofs are numbered thus: A1 and up, B1 and up, and so on. Galleys are

not and do not need to be numbered. Galleys are found quicker by this method than with consecutive numbers, because there is no hunting from one table to other tables.

Drawers and Recessed Frames. These tables each have 2 large drawers. These drawers are for job tickets, gauges, dummies, etc., but not for locking-up materials. The frames are recessed to afford room for the stonemen's toes when working in close to table.

Materials that Should Not be Put Under Imposing Surfaces. Except in small plants, labor-saving reglet and furniture and cuts and live forms should not be kept under the imposing surfaces, because access cannot be had to them by other workmen without interfering with the stoneman. The Cut-Cost System provides better and handier places for these materials.

An Ideal Arrangement of Cut-Cost Imposing Tables is shown on page 1047, in which quoins, tools, labor-saving wood and metal furniture and reglets are concentrated in a position central to four tables, and equally handy to all workmen without interfering with stonemen.

SPECIFICATIONS OF CUT-COST IMPOSING TABLES

State whether iron or marble surface is required

Wood Construction

No. 4010-A—Cut-Cost Imposing Table for iron surface, 39x65 in.; or for marble surface with coffin, 36x62 in.; with 2 drawers; to hold 292 pressed steel galleys, 8¾x13 in. inside; height to top of surface, 38¼ in.; for approx. shipping weights see table on opposite page. *Code words:* Table only, WARSONG; table with iron surface, WARTHOG; table with marble surface and coffin, WARWHOOP.

No. 4020-A—Cut-Cost Imposing Table for iron surface, 51x75 in.; or for marble surface with coffin, 48x72 in.; with 2 drawers; to hold 380 pressed steel galleys, 8¾x13 in.inside; height to top of surface, 38¼ in.; for approx.shipping weights see table on opposite page. *Code words:* Table only, WASHBALLS; table with iron surface, WASHBOARDS; table with marble surface and coffin, WASHERMAN.

Steel Construction

No. 14010—Cut-Cost Imposing Table (fig. 62) for iron surface, 39x65 in., with 2 drawers; to hold 306 pressed steel galleys, 8¾x13 in. inside; height to top of surface, 38¼ in.; for approx. shipping weights see table on opposite page. *Code words:* Table only, URSIFORM; table with iron surface, URSINE.

No. 14020—Cut-Cost Imposing Table (fig. 61) for iron surface, 51x75 in., with 2 drawers; to hold 398 pressed steel galleys, 8¾x13 in. inside; height to top of surface, 38¼ in.; for approx. shipping weights see table on opposite page. *Code words:* Table only, URNSHAPED; table with iron surface, UROGENITAL.

CUT-COST GALLEY TRANSFER TRUCKS

MADE IN STEEL IN TWO SIZES:
NOS. 13500 AND 13505

For Transferring Live Matter on galleys to and from proof press, make-up banks or imposing tables, saving much travel of men carrying galleys singly. Every separate handling of galleys adds unnecessarily to cost of production.

The printing plant for which these trucks were first designed is now using 180 of them, a striking proof of their efficiency. In that plant these trucks are used for transferring loaded galleys from one floor to another, on an elevator, which demonstrates how well balanced they are, and how safe.

The wheels are placed within the frame to prevent them from injuring other equipments in passing. The rear wheels are extra large, to facilitate steering and turning.

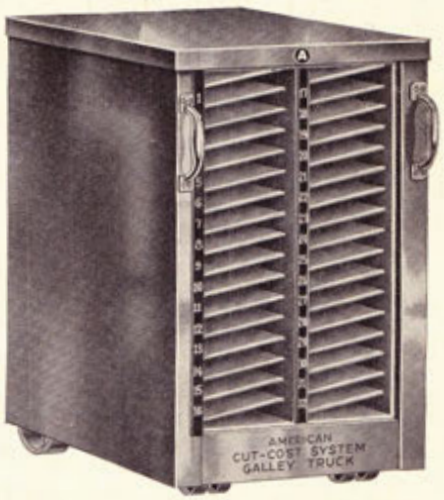


Fig.63—Cut-Cost Galley Transfer Truck No. 13505, to carry 32 double column galleys. No. 13500, same design, carries 32 8¾x13 in. galleys.

PARTICULARS OF CUT-COST GALLEY TRANSFER TRUCKS

No. 13500—Cut-Cost Galley Transfer Truck, olive green finish, to hold 32 galleys, 8¾x13 in. inside, each shelf numbered, with symbol letter (only if specially ordered); floor area, 25⅜x25 in.; height, 32½ in.; approx. shipping weight, 235 lbs. *Code word:* USANCE.

No. 13505—Cut-Cost Galley Transfer Truck (fig. 63), olive green finish, to hold 32 double column galleys, each shelf numbered, with symbol letter (only if specially ordered); floor area, 21¼x25 in.; height, 32½ in.; approx. weight, 250 lbs. *Code word:* USEFUL.

CUT-COST LOCKING-UP MATERIALS CABINET

NO. 527 (IN STEEL); NO. 9085 (IN WOOD)

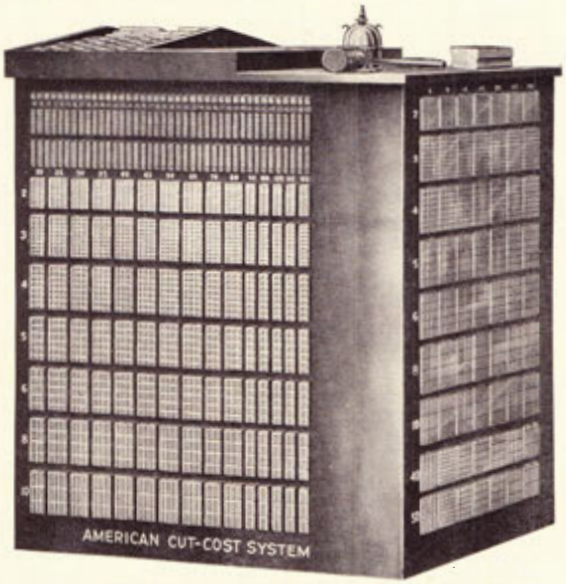


Fig. 64—Front view Cut-Cost Locking-Up Materials Cabinets, No. 527 (in Steel) and No. 9085 (in Wood). On each side, equal fonts of wood furniture and reglet and leads; in front, metal or iron furniture; on top, quoins (on bank), tools, etc. See next page for view of other side and rear.

Ample Supplies of Locking-Up Materials in the Right Place. Fig. 65 on opposite page shows the relation of these cabinets to the imposing tables. No materials need be placed under the imposing surfaces. All that space is reserved in the Cut-Cost System for live jobs and pages. In Cut-Cost Locking-up Materials Cabinets the most used materials are accessible to each stoneman without interfering with other men, and with little stooping. On top is a two-sided bank which holds 60 doz. No. 1 quoins; also 2 bins for short lengths of 6 and 12 pt. reglet for placing between quoins and chase to prevent slipping. Remainder of top is a handy and commodious place for carrying benzine cans, mallets, planers, quoin keys, etc. At one end of cabinet is a rack which will hold 930 lbs. of metal furniture or 3517 pieces of iron furniture, as per table below. On each side of cabinet are racks, both sides alike, for holding fonts of labor-saving wood furniture and reglet, and also a small font of labor-saving leads for stonemen's use. For labor-saving wood furniture there are racks to hold 3760 pieces, from 20 to 160 picas in length, in all regular widths, scientifically assorted, as per table on opposite page. For labor-saving reglet there are racks to hold 4000 pieces of 6 pt. and 2000 pieces of 12 pt., from 10 to 150 picas long, scientifically assorted, as per schedule on opposite page. Materials are not supplied with these cabinets—if needed, they require to be ordered separately.

Assortment of Fonts. Special attention is invited to the superior assortment of lengths in the fonts of furniture and of reglet, details of which are given below and on opposite page. The various sizes are proportioned according to frequency of use, and not (as has been the custom) in equal quantities of the most used and the least used.

CONTENTS CAPACITY OF CUT-COST CABINETS NOS. 527 AND 9085

Labor-Saving Leads, for use in registering. A small font (17 lbs.), 1 pt. and 2 pt., 10 to 49 picas, by ems, which need not be ordered specially.

Scrap Reglet, in two bins, for placing between quoins and chase.

Other Materials, as shown in fig. 64, on top of cabinet, as follows:

QUOINS: 60 dozen No. 1.

TOOLS: Mallets, quoin keys, planers, benzine cans, brushes, etc.

Labor-Saving Metal or Iron Furniture, as in following table:

Length, Picas		6	8	10	15	20	25	30	40	50	
Pieces	2-line:	120	120	120	120	120	85	85	60	60	= 890
	3-line:	105	105	105	105	105	75	75	40	40	= 755
	4-line:	75	75	75	75	75	55	55	30	30	= 545
	5-line:	60	60	60	60	60	45	45	24	24	= 438
	6-line:	60	60	60	60	60	45	45	20	20	= 430
	8-line:		45	45	45	45	35	35	15	15	= 280
	10-line:			35	35	35	25	25	12	12	= 179
Total Pieces:		420	465	500	500	500	365	365	201	201	= 3517

Approximate weight of Metal Furniture in above table, 930 lbs. The unit font of Metal Furniture (No. 9085-E) weighs about 150 lbs., six fonts filling the cabinet. Iron Furniture is sold per piece.

CONTENTS CAPACITY—*Continued*

Labor-Saving Wood Furniture, in font to fill cabinet, as in following table:

Length, Picas		20	25	30	35	40	45	50	60	70	80	90	100	120	140	160	
Pieces	2-line:	54	72	72	72	72	72	72	72	54	54	36	36	36	36	36	= 846
	3-line:	48	64	64	64	64	64	64	64	48	48	32	32	32	32	32	= 752
	4-line:	36	48	48	48	48	48	48	48	36	36	24	24	24	24	24	= 564
	5-line:	30	40	40	40	40	40	40	40	30	30	20	20	20	20	20	= 470
	6-line:	30	40	40	40	40	40	40	40	30	30	20	20	20	20	20	= 470
	8-line:	24	32	32	32	32	32	32	32	24	24	16	16	16	16	16	= 376
	10-line:	18	24	24	24	24	24	24	24	18	18	12	12	12	12	12	= 282
Total Number of Pieces of Wood Furniture																	3760

Half Fonts of Labor-Saving Wood Furniture and Reglet are sold for these cabinets.

Labor-Saving Reglet, nonpareil and pica, in fonts to fill cabinet, as follows:

NONPAREIL: 76 pieces each length from 10 to 49 picas, graduated by ems, and 46 pieces each length from 50 to 150 picas, graduated by five pica ems; 4006 pieces in all.

PICA: 38 pieces each length from 10 to 49 picas, graduated by ems, and 23 pieces each length from 50 to 150 picas, graduated by five pica ems; 2003 pieces in all.

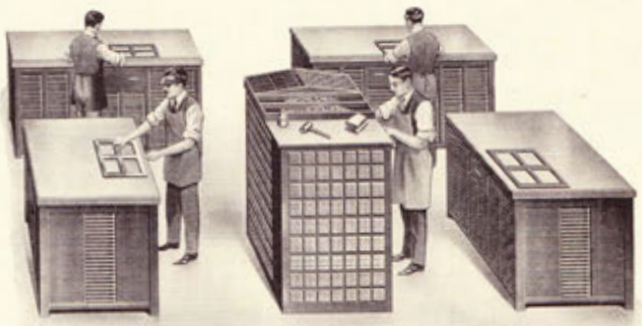


Fig. 65—An ideal arrangement of the Cut-Cost Locking-Up Materials Cabinet, holding ample supplies for four Cut-Cost Imposing Tables. For two imposing tables half fonts of wood furniture and reglet will suffice, and unit fonts (150 lbs.) of metal furniture may be bought, leaving room in racks for expansion of the fonts, as required.

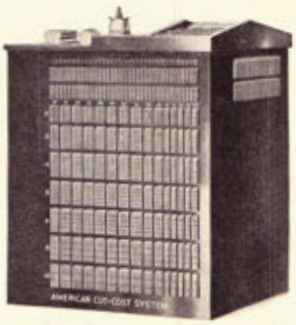


Fig. 66—Rear view of Cut-Cost Locking-Up Materials Cabinets, No. 527 (in Steel) and No. 9085 (in Wood). The longer lengths of reglet are in rear end. The wood furniture and reglet, etc., shown in this view are duplicated on the other side.

Do not Under-Buy Storage Capacity. Better a roomy cabinet half filled than a smaller cabinet crowded, especially in a growing plant. Extra space is immediately available for sorts.

SPECIFICATIONS OF LOCKING-UP MATERIALS CABINETS NOS. 527 AND 9085

Steel Construction

No. 527—Cut-Cost Locking-Up Materials Cabinet, olive green finish (fig. 64); floor area, 32x46 in.; height, 55 in.; approx. shipping weight, 1000 lbs. Contents are extra. *Code word:* UPSTART.

Wood Construction

No. 9085—Cut-Cost Locking-Up Materials Cabinet, antique finish; floor area, 33x49 in.; height, 56 in.; approx. shipping weight, 700 lbs. Contents are extra. *Code word:* WALTZED.

FONTS SUPPLIED FOR CUT-COST CABINETS NOS. 527 AND 9085

No. 9085-A—Full Font Labor-Saving Wood Furniture, 3760 pieces, as per table above; approx. shipping weight, 550 lbs. *Code word:* WAMPUM.

No. 9085-B—Half Font Labor-Saving Wood Furniture, 1880 pieces, as per table above; approx. shipping weight, 275 lbs. *Code word:* WANDERERS.

No. 9085-C—Full Font Labor-Saving Reglet, 4000 pieces 6 pt. and 2000 pieces 12 pt., from 10 to 49 picas, graduated by ems, and from 50 to 150 picas, graduated by 5 picas; approx. shipping weight, 200 lbs. *Code word:* WANDERINGS.

No. 9085-D—Half Font Labor-Saving Reglet, 2000 pieces 6 pt. and 1000 pieces 12 pt., from 10 to 49 picas, graduated by ems, and from 50 to 150 picas, graduated by 5 picas; approx. shipping weight, 100 lbs. *Code word:* WANDEROO.

No. 9085-E—Unit Font Labor-Saving Metal Furniture, approx. weight 150 lbs., six of which will fill metal furniture section. *Code word:* WARDROBE.

No. 9085-F—Full Font Iron Furniture, as per table on opposite page, 3517 pieces. *Code word:* WARDROOM.

No. 9085-G—Half Font Iron Furniture, half quantities in No. 9085-F, 1759 pieces. *Code word:* WARDSHIP.

CUT-COST LOCKING-UP MATERIALS CABINETS

NO. 526 (IN STEEL); NO. 9080 (IN WOOD)

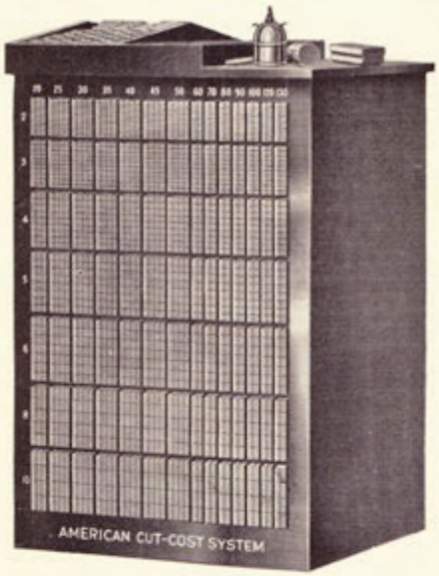


Fig. 67—On this side of Cut-Cost Locking-Up Materials Cabinets, Nos. 526 and 9080, is a rack to hold labor-saving wood furniture, as per table on opposite page. On top is a two-sided bank for holding quoins and two open bins for holding scrap reglet for placing between quoins and chase. Tools in constant use find a handy place on remainder of the top surface. For view of other side see next page.

A Three-in-One Cabinet. These cabinets are designed for lively composing rooms of small and medium size. Labor-saving wood and metal furniture and reglet are related materials, all used by the stonemen, yet these cabinets and our larger Cut-Cost locking-up materials cabinets are the first to combine in one cabinet ample fonts of each of these materials to expedite the work of stonemen. Cabinets are sold with and without contents, which require to be separately ordered, if required.

A Common-Sense Assortment of Fonts of Labor-Saving Wood Furniture provided for in these cabinets. These cabinets hold a font, No. 9080-A, of 2255 pieces, as per table on opposite page, which is less expensive and more efficient than any other font of approximately the same number of pieces, because it has a larger proportion of the most used (and least expensive) sizes, and a lesser proportion of the least used (and most expensive) sizes. In a higher priced font, for example, there are 28 pieces each of 2-line in 25, 30, 35, 40 and 50 pica lengths to 16 pieces each of the same lengths in 10-line. In Cut-Cost font No. 9080-A there are 48 pieces each of 2-line in 25, 30, 35, 40, 45 and 50 pica lengths and only 16 pieces of each length in 10-line. Which is the better assorted font?

A Common-Sense Assortment of Fonts of Labor-Saving Reglet provided for in these cabinets. These cabinets hold a font, No. 9080-B, of 4536 pieces, as per table on opposite page, two-thirds 6 pt. and one-third 12 pt., every length by picas from 10 to 51 picas. Of the lengths 10 to 15 picas these cabinets hold 72 pieces each; of lengths 16 to 21, 90 pieces each; of lengths 22 to 27, 108 pieces each; of lengths 28 to 51 picas, 120 pieces each. The usual assortment of reglet fonts containing about 4000 pieces is 100 pieces of each length, half 6 pt., half 12 pt., which is not nearly so efficient. In reglet the shorter lengths are the least used, and 6 pt. is more useful than 12 pt.

Metal or Iron Furniture. These cabinets hold 2053 pieces of metal or iron furniture, assorted in a common-sense way, as per table on opposite page. Some users of these cabinets may not need 2053 pieces, nevertheless it is better to have a rack with excess capacity, which will take care of extra pieces which may be required from time to time. It is a mistake to under-buy storage capacity.

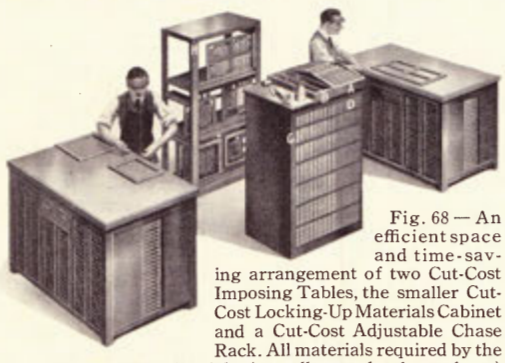


Fig. 68 — An efficient space and time-saving arrangement of two Cut-Cost Imposing Tables, the smaller Cut-Cost Locking-Up Materials Cabinet and a Cut-Cost Adjustable Chase Rack. All materials required by the stonemen and the live jobs (on galleys under the surfaces) concentrated in the least possible space.

Saving of Floor Space, with Greater Convenience. Three separate old-fashioned equipments, holding wood and metal furniture and reglets respectively, but in less quantities, occupy a floor space of 1625 sq. in., while this smallest of Cut-Cost Locking-Up Materials Cabinets occupies a floor space of only 950 sq. in., as shown in fig. 68 at left, illustrating the superior convenience of assembling these related materials in one compact cabinet, placed in a position most convenient for the stonemen.

CONTENTS CAPACITY OF CABINETS Nos. 526 AND 9080

Quoins. On the top, a two-sided bank holds 60 dozen No. 1 quoins.

Scrap Reglet. Bins (2) hold on top, next to quoins, short lengths of 6 and 12 pt. scrap reglet, to put between quoins and chase.

Tools. The flat top is a convenient place for mallets, planers, benzine cans, quoin keys, brushes, etc.

Wood Furniture (fig. 67, opposite page). Cabinet holds the following common-sense assortment of 2255 pieces, all bodies and lengths, from 20 to 135 picas inclusive:

Length . . .	20	25	30	35	40	45	50	60	70	80	90	100	120	135	
Pieces 2-line:	36	48	48	48	48	48	48	24	24	24	24	24	24	24	= 492
3-line:	30	40	40	40	40	40	40	20	20	20	20	20	20	20	= 410
4-line:	27	36	36	36	36	36	36	18	18	18	18	18	18	18	= 369
5-line:	24	32	32	32	32	32	32	16	16	16	16	16	16	16	= 328
6-line:	21	28	28	28	28	28	28	14	14	14	14	14	14	14	= 287
8-line:	15	20	20	20	20	20	20	10	10	10	10	10	10	10	= 205
10-line:	12	16	16	16	16	16	16	8	8	8	8	8	8	8	= 164

Total Number of Pieces 2255

Labor-Saving Reglet (fig. 69). Cabinet holds the following common-sense assortment of Nonpareil Reglet, 3024 pieces, and Pica Reglet, 1512 pieces—4536 pieces in all:

NONPAREIL, Length, picas . .	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Pieces	48	48	48	48	48	48	60	60	60	60	60	60	72	72	72	72	72	72	80	80	80	80
	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51		
	80	80	84	84	84	84	84	84	80	80	80	80	80	80	80	80	80	80	80	80		

PICA: Half the number of pieces shown in this table.

Metal or Iron Furniture (fig. 69). Cabinet holds the following common-sense assortment —2053 pieces weighing 560 lbs.:

Length, picas	6	8	10	15	20	25	30	40	50	
Pieces 2-line:	66	66	66	66	36	36	36	36	36	= 444
3-line:	57	57	57	57	30	30	30	30	30	= 378
4-line:	51	51	51	51	27	27	27	27	27	= 339
5-line:	46	46	46	46	24	24	24	24	24	= 304
6-line:	39	39	39	39	21	21	21	21	21	= 261
8-line:	27	27	27	27	15	15	15	15	15	= 183
10-line:	21	21	21	21	12	12	12	12	12	= 144

Total Number of Pieces 2053

Unit Font (No. 9080-C) Metal Furniture weighs 187 lbs. approx. Iron Furniture is sold by the piece.

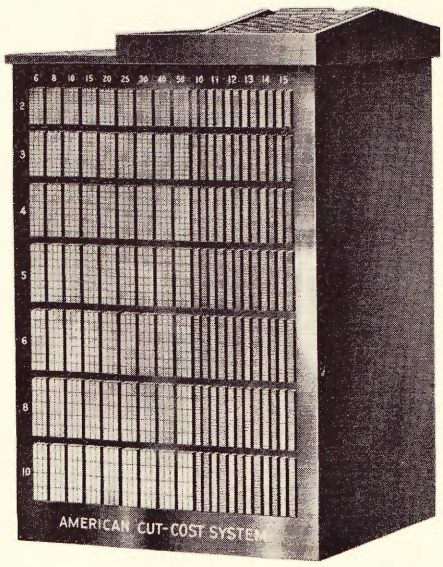


Fig. 69—On this side of Cut-Cost Cabinets No. 526 (in Steel) and No. 9080 (in Wood) are two racks—one (on left) for metal or iron furniture, as per table on this page, and the other for labor-saving 6 and 12 pt. reglet, as per table on this page. For view of other side of this cabinet see opposite page. The larger cabinets are preferable for large plants.

SPECIFICATIONS FOR LOCKING-UP MATERIALS CABINETS Nos. 526 AND 9080

Steel Construction

No. 526—Cut-Cost Locking-Up Materials Cabinet (figs. 67 and 69), olive green finish, sold with or without contents; floor area, 26x36½ in.; height, 58 in. over all; approx. shipping weight (cabinet only), 860 lbs. *Code word* (cabinet only): UPSPURNER.

Wood Construction

No. 9080—Cut-Cost Locking-Up Materials Cabinet, antique finish, sold with or without contents; floor area, 25x36 in.; height, 58 in. over all; approx. shipping weight (for cabinet only), 350 lbs. *Code word* (cabinet only): WALNUT.

SPECIFICATIONS OF CONTENTS OF CABINETS Nos. 526 AND 9080

No. 9080-A—Labor-Saving Wood Furniture to fill Cabinet No. 526 or 9080, as per table above. *Code word:* WALLSIDED.

No. 9080-B—Labor-Saving Reglet to fill Cabinet No. 526 or 9080, 6 and 12 pt., as per table above; approx. shipping weight, 100 lbs. *Code word:* WALTRON.

No. 9080-C—Unit font of Labor-Saving Metal Furniture, 684 pieces; approx. weight, 187 lbs.; three unit fonts fill the metal furniture section of the cabinet (fig. 69).

Iron Furniture. This is sold per piece, as required—not in regular fonts.

CUT-COST MAMMOTH IRON FURNITURE CABINET

No. 13655; MADE IN STEEL



Fig. 70—Rear view of Cut-Cost Mammoth Iron Furniture Cabinet No. 13655, showing compartments for all sizes and bodies of steel interlocking furniture also.

Mammoth Iron Furniture and Steel Interlocking Furniture effectively supplement each other, and not only cost much less than metal furniture per area covered, but excel in accuracy, security and durability.

Economy of Floor Space gives Easier Accessibility. This cabinet holds the largest font of mammoth iron furniture in a floor space of 26¼x38 in., while the triangular shaped rack usually sold to hold the same size font (No. 4) occupies a floor space of 21¾x39 in., without any space for steel interlocking furniture, every size and length of which is carried in this Cut-Cost cabinet in more than ample quantities as shown in fig. 70. Placed near the stonemen, the top of this cabinet affords a convenient place on which to stack plates, bases and other materials about to be used by them, while the triangular construction, running to a peak only 4 in. deep, affords no place for storage. *In printing plants when space is saved time is saved.*

Give Yourself Room to Grow. Filled to capacity, this cabinet easily holds more furniture than small and medium sized plants will ordinarily require. We did at one time make a similar cabinet half the size of No. 13655, but found the cost of making each of them almost the same, while, on the other hand, those using the smaller cabinet could not expand their fonts. The larger cabinet proved to be the most economical for ambitious small plants as well as for the larger plants. Both kinds of furniture may be purchased by the piece, as well as in fonts, which is a great convenience for the smaller plants. When such purchases are made the surplus space in No. 13655 is desirable. Perhaps no mistake is oftener made than that of not allowing a sufficient room for an expansion of the fonts.

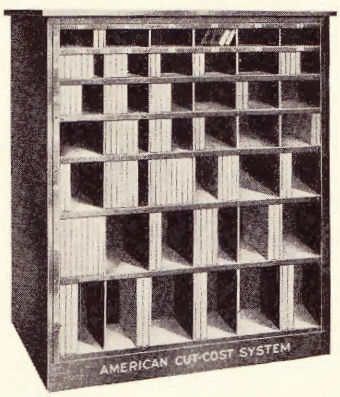


Fig. 71—Front view of Cut-Cost Mammoth Iron Furniture Cabinet.

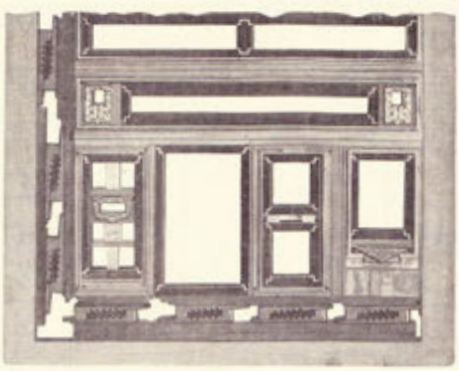


Fig. 72—Illustrates the uses and advantages of steel interlocking furniture, the most economical for filling all spaces inside forms.

SPECIFICATIONS OF CUT-COST MAMMOTH IRON FURNITURE CABINET

No. 13655—Cut-Cost Mammoth Iron Furniture Cabinet, made in steel, to hold No. 4 font of mammoth iron furniture (which covers an area of 230 sq. ft.), and also the largest fonts of steel interlocking furniture (fig. 72) 6 to 72 picas long on four bodies; floor area, 26¼x38 in.; height, 52 in.; approx. shipping weight, 550 lbs. *Code word:* UTOPIAN.

For particulars of the Mammoth Iron Furniture and Interlocking Steel Furniture, see index to this catalogue.

AN AMERICAN CUT-COST PROOFING OUTFIT

No. 970—Cut-Cost Proof Paper Cabinet; in Steel only
No. 973—Cut-Cost Inking Cabinet; in Steel only

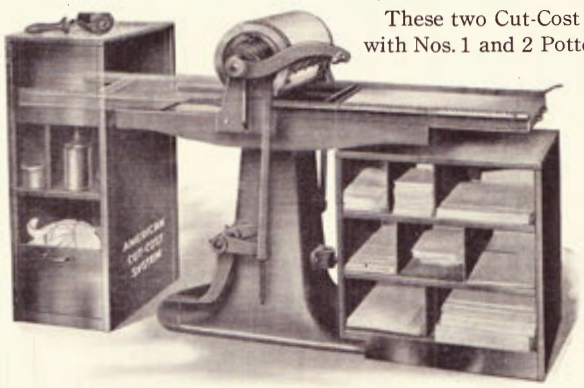


Fig. 73—Shows Cut-Cost Inking Cabinet and Cut-Cost Proof Paper Cabinet, used in combination with Potter Proof Press, No. 1 or No. 2, both occupying no more floor space than the press itself.

These two Cut-Cost cabinets are made specially to work with Nos. 1 and 2 Potter Proof Presses, but each has merit enough to be bought for use with other proof presses.

The Inking Cabinet No. 973 (fig. 74) has a marble ink slab, 14½ x22½ in., and a bracket on which to hang a proof roller. When a Potter Proof Press is in action, one end of it runs into the recess in the Inking Cabinet under the ink slab, as shown in fig. 73. This recess is a convenient place in which to keep the cleaning rags that are in use. There are compartments for holding an ink can and a benzine can. There is a compartment for carrying a supply of clean rags. An examination of fig. 73 will show that this cabinet does not occupy any floor space that the press itself does not occupy when extended in either direction.

The Proof Paper Cabinet (fig. 75) is made to fit under the frame of either a No. 1 or No. 2 Potter Proof Press. An examination of fig. 73 will show that it does not occupy any floor space that the press itself does not occupy when extended in either direction. This cabinet is 21x25 in. over all, and is 26½ in. high. The upright partitions are adjustable. The longest sheet of paper taken is 23½ in.



Fig. 74—Cut-Cost Inking Cabinet No. 973. For its relation to the Potter Proof Press see fig. 73.

Protection to Workmen. These cabinets serve to protect workmen from injury, as they prevent them from being hit by the return of the bed of the press—a not uncommon accident when men encroach on the temporarily unoccupied floor space at the time an impression is taken.

SPECIFICATIONS

No. 970—Cut-Cost Proof Paper Cabinet, fig. 75, olive green finish; floor area, 21x25 in.; height, 26½ in.; approx. shipping weight, 100 lbs. *Code word:* USURPINGLY.

No. 973—Cut-Cost Inking Cabinet, fig. 74, olive green finish; roller and benzine can not included; floor area, 15x23 in.; height, 40 in.; approx. shipping weight, 110 lbs. *Code word:* UTILIZING.

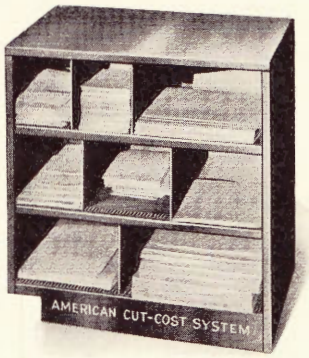


Fig. 75—Cut-Cost Proof Paper Cabinet No. 970, with partitions adjustable laterally. For its relation to Potter Proof Press examine fig. 73, above.

THE ECONOMY OF GOOD PROOFS

One of the most important economies of recent years results from the use of improved proof presses that will give a clean, sharp impression. The best of these improved proof presses are shown elsewhere in this catalogue: the Brower Proof Presses, Poco Proof Presses and other sizes of the Potter Proof Presses. Whatever kind of press is used, its efficiency is increased by having within arm's reach of the operator the various sizes of proof paper in use, the inking roller, ink, benzine and rags. Every minute saved helps to reduce the cost of production. The two cabinets described above will save a great deal of time in a busy plant.

CUT-COST STEEL ADJUSTABLE CHASE RACK

No. 466; Made in Steel Only

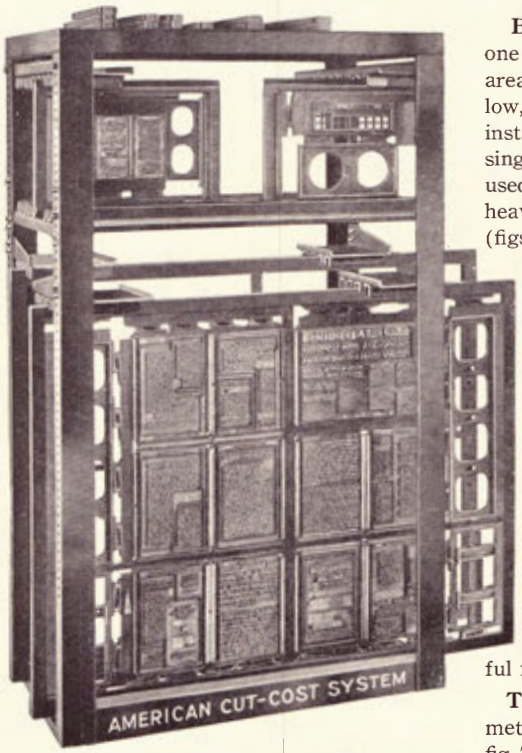


Fig. 76—Shows No. 466 Cut-Cost Chase Rack adjusted to carry 16 job and 8 book chases in two tiers. Note that each chase is held securely on both sides, making it impossible to rub one form against another.

Built on Unit Principle. Fig. 76 shows one Cut-Cost Adjustable Chase Rack, floor area 20x36 in., height 63 in., and fig. 77, below, shows this single rack as a unit in an installation of 4 Cut-Cost chase racks. Each single rack stands rigidly and securely when used alone. Each rack is built with a frame of heavy angle iron, with platforms and guides (figs. 78, 79 and 80) and a top of heavy steel; a practically indestructible construction.

The Safety Feature is Unique. As forms are held securely in these racks on both sides of the chase, it is impossible for one to rub against and injure another. Those who have had to replace expensive cuts, damaged by rubbing, will appreciate this Cut-Cost feature.

Economy of Space. The floor area occupied by forms in racks is to an extent determined by the lengths of the chases; but these Cut-Cost racks save floor space in two ways: first, by carrying forms in two or three tiers, and, secondly, by making the steel top useful for other storage purposes.

The Adjustable Feature is Unique. The method of adjusting is shown at a glance in fig. 77, which clearly demonstrates the superiority of this rack. The maximum height between the steel channeled base platform (which forms the base) and the movable top guide (fig. 79) is 56¼ in. This rack will, therefore, accommodate the largest chase now made, which is 51x74 in. over all, as illustrated in figs. 77 and 82. Adjustments for chases less than 56 in. high are made by means of platforms and top guides, engaging in bolt holes (spaced ¾ in. apart) in both front and rear of rack, so that every size of chase made can be accommodated. By using Half-Length Top Guides (fig. 80) as few as 4 chases of one size may be accommodated, as illustrated in fig. 77.

Extra Platforms and the Top Guides. As it is impossible to foresee the requirements of a purchaser, the unit rack No. 466, as sold, consists of only the frame with the channeled base platform and steel top built in,

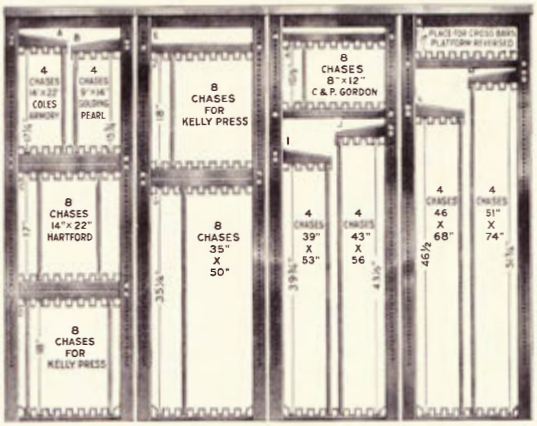


Fig. 77—A Cut-Cost Chase Rack installation of 4 units, 80 in. wide and 63 in. high, accommodating 104 chases of 10 different sizes—64 chases in front and 40 in rear, as shown in fig. 82, opposite. This is by no means the limit of the remarkable flexibility of these Cut-Cost racks. Note that the steel top, 80x36 in. in area, is available for storage purposes.

together with 2 No. 466-B Top Guides (fig. 79), accommodating only 8 large or 16 small chases, the latter back to back. Therefore, extra platforms and top guides require to be ordered separately as needed. Chases that project beyond the frame, as in fig. 76, should be held by top guides in front and in rear of frame; short chases need only one top guide.

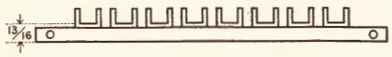


Fig. 78—Extra Platform No. 466-A; one required for each extra tier.



Fig. 79—Extra Top Guide No. 466-B.



Fig. 80—Extra Half-Length Top Guides, No. 466-D, sold in pairs, 1 each right and left.

For each extra tier of chases a No. 466-A Extra Platform is required. Platforms and Top Guides are bolted into the frame, as shown in frontal elevations of figs. 78-80, which also give (as a guide in fitting chases into a rack) the heights of each of these extras. When No. 466-B Top Guides are used, each tier will accommodate 8 or 16 chases of one or two sizes. When 4 No. 466-D Half-Length Top Guides are used, each tier accommodates 8 or 16 chases of four sizes. When 1 No. 466-B Top Guide with 2 No. 466-D Half-Length Top Guides are used, each tier will accommodate three sizes. Half-Length Top Guides require to be ordered in pairs, 1 each right and left.

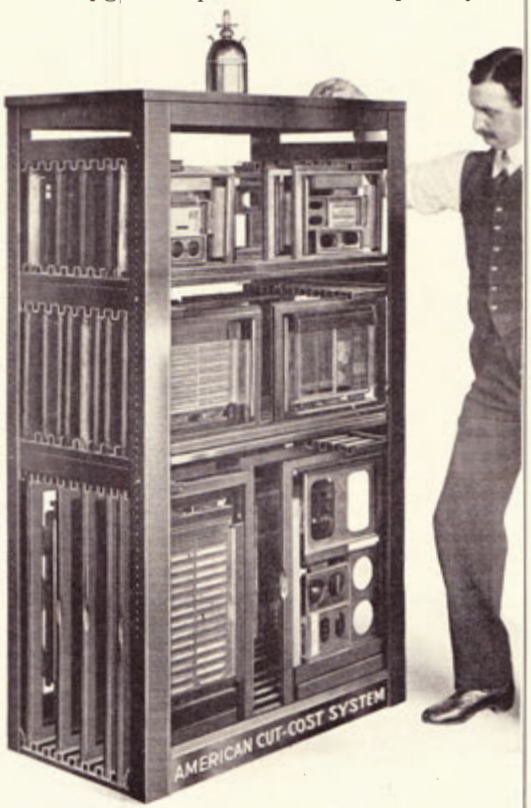


Fig. 81—Shows No. 466 Cut-Cost Chase Rack adjusted to carry 48 job chases in a floor space of 20x36 in. The top is available for storage purposes. While 48 is the maximum number of chases carried, there may be as many as 12 sizes when half-length top guides are used.

Another Advantage. Forms carried in Cut-Cost Adjustable Chase Racks are lined up in front and are, therefore, easier to identify than if kept in ordinary racks, in which forms are lined up in the rear.

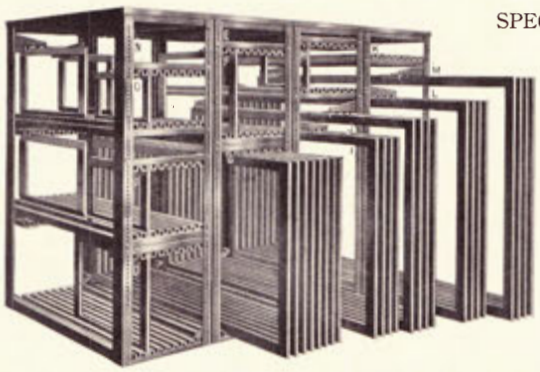


Fig. 82—Rear view of 4 steel Cut-Cost Adjustable Chase Racks, the front view of which is shown in fig. 77, opposite. Adjustments at H, F, O, P and D are holding 40 forms in the rear (all easily reached), while 64 forms are carried in front.

SPECIFICATIONS OF CUT-COST STEEL ADJUSTABLE CHASE RACKS

No. 466—American Cut-Cost Steel Adjustable Chase Rack, including built-in base platform, 2 Top Guides (No. 466-B, for use one in front and one in rear) and built-in steel top; floor area, 20x36 in.; height, 63 in.; approx. shipping weight, 300 lbs. *Code word:* UPSHOT. To make a rack available for more than 8 chases of one large size or 16 of two small sizes extra platforms and top guides need to be ordered separately, as required.

No. 466-A—Extra Platform (fig. 78); approx. shipping weight, 75 lbs. *Code word:* UPSIDE.

No. 466-B—Extra Top Guide (fig. 79); approx. shipping weight, 20 lbs. *Code word:* UPSKIP.

No. 466-D—Extra Half-Length Top Guides, sold in pairs (fig. 80), 1 right and 1 left; approx. shipping weight, per pair, 20 lbs. *Code word,* per pair: UPSNATCHED.

CUT-COST UNIT CUT STORAGE CABINET

No. 968; Made in Steel Only

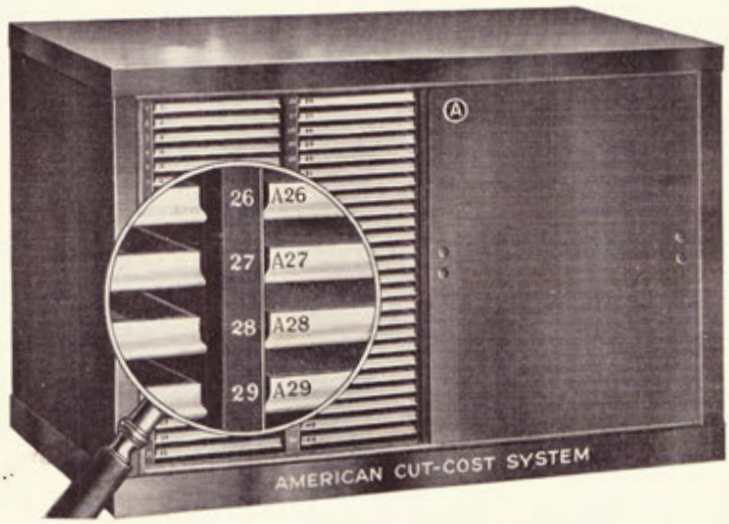


Fig. 83—Steel Cut-Cost Cut Storage Cabinet, the unit of the American Cut-Cost System of Cut Storage. For specifications see below

The novel feature of this cabinet is that the cuts are carried on steel trays, plated to resist rust, each 12¼x18¼ in. over all. The startling economies of time and floor space effected through the use of these trays, instead of cases or drawers, are explained on the following pages.

This cabinet has the same capacity as the regular double-tier electrotype cabinet, but occupies less floor area—21¼x58¼ in. as compared with 22½x70 in.—and is not so high. It has the further advantage of having sliding doors to exclude dust and moisture, both dangerous to engravings and electrotypes.

While this cabinet is the unit for larger installations as pictured in fig. 84, below, it is also the wisest purchase for small plants that are expected to grow. If only one cabinet is needed to meet immediate demands, have that one right. Buy the cabinet with 25 or 50 Cut Trays, and add other trays as required, thus reducing the initial cost.

Cataloguing and Indexing Cuts. The Cut-Cost System of Cut Storage enables the users to catalogue and index cuts at a negligible cost, as in fig. 90, page 1056.



Fig. 84—Six Unit Cut-Cost Storage Cabinets in stacks of three each, upper tier reached by Rolling Ladder. A stack of two tiers does not require ladder. *Consider the floor space saved by this arrangement.*

SPECIFICATIONS OF CUT-COST CUT STORAGE SYSTEM

No. 968—Steel Cut-Cost Unit Cut Storage Cabinet (fig. 83), each with Symbol Letter and runs numbered 1 to 100 inclusive; olive green finish; floor area, 21¼x58$^{9}/_{16}$ in.; height, 40 in.; approx. shipping weight, 435 lbs. *Code word:* USURPATORY. Trays are not included, and need to be ordered separately, as required.

No. 968-A—Cut-Cost Plated Steel Trays (fig. 87), each 12¼x18¼ in. over all, including etched Brass No. Plates; depth, ⅝ in.; weight of each, 3¼ lbs. *Code word for 100 Trays,* to fill cabinet: USURPER.

No. 968-B—Cut-Cost Plated Steel Trays, same as above, except depth is $^{13}/_{16}$ in. and weight of each 3½ lbs. *Code word for 100 Trays,* to fill cabinet: UPSTIR.

No. 968-C—Cut-Cost Loose Leaf Binder (figs. 89 and 90, page 1056) with Index, to take paper 13¾x22 in. *Code word:* USURPING.

No. 968-D—Cut-Cost Loose Leaf Paper, 13¾x22 in., punched and slotted, in packages of 250 sheets. *Code word for 1 package:* UPSTAYED.

No. 968-E—Rolling Ladder (fig. 84) with 1 in. round steel track. (Ladder is not required until stack is 3 tiers high.)

AMERICAN CUT-COST SYSTEM OF CUT STORAGE

INCLUDING THE EASIEST AND LEAST EXPENSIVE METHOD OF CATALOGUING AND INDEXING THE CUTS

The chief factor in the important conveniences and notable economies of time and of floor space which our Cut-Cost System of Cut Storage effects is the use of easily handled, plated Steel Cut Trays, shown in fig. 87, below. Our Cut Tray is 12¼x18¼ in. over all, and, when filled with cuts on wood bases, it weighs only 12 lbs.



Fig. 85—Showing unhandiness of cut cases.

How Cut-Cost Trays Save Floor Space. Heretofore cuts have been kept in cases or drawers, as shown in fig. 85. It is obvious that such large unhandy cases are impracticable in cabinets any higher than a man can reach with his hands when standing on the floor. When such a case is filled with cuts on wood bases it weighs 22 lbs. No man could ascend a ladder with such a case, when full of cuts. The tallest cabinet made to carry cut cases is only 44 in. high. Such a cabinet, with capacity equal to our Cut-Cost Cut Cabinet, occupies a floor area of 22½x70 in., *and all the space above it is wasted,* usually. Contrast these limitations with the fact that by using our light, easily handled Cut-Cost Cut Trays, the cabinets holding them may be stacked ceiling high, as in fig. 88, on following page, which illustrates a double stack of 4 tiers of cabinets, 160 in. (13 ft. 4 in.) high, with the topmost tray easily reached and handled by means of a rolling ladder. Thus, if a stack is 2 Cut-Cost cabinets high, twice as many cuts may be stored in a floor area of 21¼x58¼ in. as can be stored in a regular double-tier cut cabinet occupying a floor area of 22½x70 in. If the stack of our cabinets is 3 tiers high, the storage capacity is trebled; if the stack is 4 tiers high, it is quadrupled.



Fig. 86—Showing handiness of cut trays.

How Cut-Cost Trays make it Easy to Eliminate Dead Cuts. In printing establishments using many customers' cuts, investigation will prove that a very large proportion of the cuts are obsolete. The printer cannot safely assume that any of a customer's cuts are obsolete. To get rid of obsolete cuts and make the space they occupy available for live cuts, proofs of them would require to be taken; but, when cuts are carried in cases, the expense of removing them from case to galley, and returning them to the case, is so great that the obsolete cuts are usually allowed to cumber the cabinets, thus necessitating the use of an excess number of cabinets. In our Cut-Cost System of Cut Storage each Cut-Cost Tray may be put on a proof press and a proof of its contents taken in two or three minutes. As each customer's cuts are kept on separate trays, the time and cost of furnishing proofs of them is thus made negligible. The proofs are submitted to the customer who is asked to kill the dead ones. The space they occupied is available for other cuts. This service pleases a customer. Sometimes live cuts forgotten by a customer are thus brought to his attention, and he is prompted to use them again, which is another order!

How Cut-Cost Trays make Card Indexing Unnecessary and provide an Easier Method of Indexing and Cataloguing at Negligible Cost. Cuts on numbered Cut-Cost Trays may be proofed on paper that is punched and slotted, ready to put in a *Cut-Cost Loose-Leaf Binder* (fig. 89) for which *indexes* are furnished, as shown in fig. 90. The person in charge of cuts will find no difficulty in keeping such a *printed cut catalogue* up to date. Whenever a leaf is added to the catalogue it is no trouble at all to print an extra one for a customer. More than one such catalogue can be maintained, if desired, at little



Fig. 87—Cut-Cost Steel Cut Tray No. 968-A, the chief factor in the efficiency of the American Cut-Cost System of Cut Storage. May be stacked ceiling high and proofed without handling a cut.

extra cost—merely the time of taking an extra proof. When cuts congest the cabinets, then is the time to eliminate the dead ones, by the method described above. Now, with all the cuts thus *catalogued and indexed* in the Cut-Cost Loose-Leaf Binder, under customers' names, the person in charge of cuts may note on the printed sheet how each cut taken out was disposed of—whether returned to customer, given out to a compositor, sent to electrotyper, or killed. Each leaf in the catalogue is numbered with pencil to correspond with the number on the Cut Tray. It is a good plan to number the cuts printed on each leaf from 1 up, so that a foreman or advertising writer or customer may designate by No. of cut and No. of tray any cut that may be wanted. Users of this system do not need to stamp numbers on halftones or electros, as is required in the expensive card index system. It is advised to stamp all originals, of course. An advertising manager would usually index his cuts by subjects or departments.



Fig. 88—Double stack of 8 Cut-Cost Cut Cabinets in 4 tiers, illustrating extraordinary economy of floor space.

How Newspapers Use Cut-Cost Cut Trays. In newspaper composing rooms our Cut-Cost Cut Trays are used for carrying unmounted zincs and electros as well as for mounted cuts. For storing unmounted cuts we furnish extra deep trays (No. 968-B), which, however, fit in the regular Cut-Cost Cut Storage Cabinet No. 968.

Hints for Indexing. One conscientious person should have charge of cuts, and be held responsible for them. Originals, not intended to be used in forms, should be stamped as such, and kept apart from duplicates of the original. When this system is first put into use, a certain number of empty trays may be reserved, in numerical order, for additions to cuts belonging to a customer; but when trays, thus reserved, are filled with live cuts, the overflow should be put in the nearest empty tray or trays, as there is no disadvantage in separating the trays carrying the cuts of one client. With an index, cuts of one subject may run thus (for example), A6-A10, B70-73, C4-5, and so on. When cuts are added to a partially filled tray, prints from them may be pasted on the corresponding leaf in the Cut-Cost Loose-Leaf Binder, thus saving the trouble of reproofing the tray and changing the leaf in the binder.



Fig. 89—Cut-Cost Loose-Leaf Binder No. 968-C with which Index Sheets are supplied.

Proof Presses. Users of this System not provided with a proof press are advised that the lowest priced press is Galley Proof Press No. 2. Poco Proof Presses, Nos. 1 and 2, give better and clearer proofs.

Superiority of Cut-Cost Cut Trays to Galleys. Cut-Cost Cut Trays, used in our Cut Storage Cabinet No. 968, make it impossible for the face of a cut to rub against the bottom of the Tray above it. Cuts carried in galleys in cabinets are in danger of being scratched through contact with the galley above.

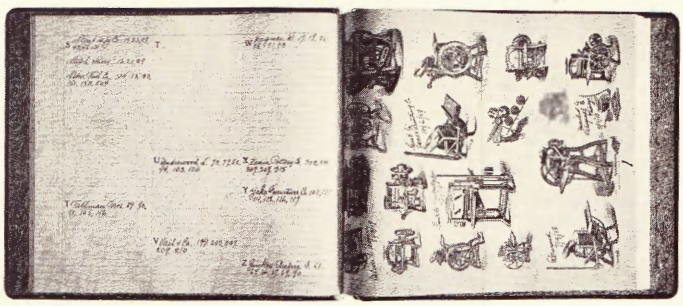


Fig. 90—Printed catalogue of cuts, with index, showing on a leaf of catalogue notations relating to disposal of cuts withdrawn from tray. This efficiency is attained at negligible cost, making a card system unnecessary.

AMERICAN CUT-COST STEEL FOREMAN'S DESK

MADE IN STEEL ONLY; AUXILIARY TOP SOLD SEPARATELY, ALSO THE ORDER ENVELOPE BOX. DESK (WITHOUT AUXILIARY TOP), No. 825; AUXILIARY TOP ONLY, No. 825-B; ORDER ENVELOPE BOX, No. 827



Fig. 91— No. 825 Cut-Cost Steel Foreman's Desk. A foreman is entitled to a good desk. This is a desk which, with the auxiliary top and order envelope box, has completely satisfied many of the most efficient foremen in American printing plants. The Auxiliary Top and Order Envelope Box are sold separately.

The Auxiliary Top is Sold Separately. The novel feature of this item is the Cut-Cost Steel Auxiliary Top, No. 825-B, specially designed for the convenience of printing plant foremen. It may be bought separately and placed on any 5 ft. flat-top desk, wood or steel. The Auxiliary Top has 6 drawers, each 11x9½x3½ in. inside. It has a book rack for trade catalogues, type specimen books, etc. The 6 open compartments above the rack are used for segregating copy, etc. The recess under drawers gives the user of the desk full access to its entire top surface. The height of desk with auxiliary top is 54 in.

Steel Order Envelope Box is Sold Separately. No. 827, Cut-Cost Steel Order Envelope Box (fig. 92) is 15 in. long, 10 in. wide and 8½ in. deep over all, and has 6 compartments. The purpose of the compartments is to keep the order envelopes standing upright. Reference to fig. 91 will show that, while this box holds a large number of order envelopes, it is not inconvenient on the desk.

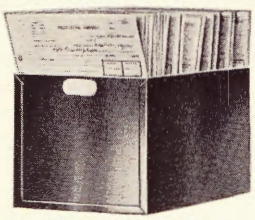


Fig. 92— Order Envelope Box No. 827. Envelopes are held in upright position. This box is sold separately.



Fig. 93— This Auxiliary Top No. 825-B is sold separately, for use on any flat-top desk not less than 60 in. wide.

The Flat-Top Desk is Sold Separately, without Top or Order Envelope Box. Flat-Top Steel Desk, No. 825, has a writing surface, 34x60 in., covered with heavy battleship linoleum. The height to writing surface is 30 in. There are 6 drawers: 1 center drawer, 22½x23x2½ in., has a reliable Yale lock; 1 filing drawer is 12$^{3}/_{16}$x24x10½ in.; 4 other drawers have movable partitions, and each is 12$^{3}/_{16}$x24x4⅛ in. Drawer dimensions are inside. The finish is olive green, with brass trimmings.

SPECIFICATIONS OF CUT-COST FOREMAN'S DESK, ETC.

No. 825—Cut-Cost Steel Flat-Top Foreman's Desk, without top or envelope box, olive green finish, brass trimmings; floor area, 34x60 in.; height to writing surface, 30 in. Approx. shipping weight, 400 lbs. *Code word:* USURIOUS.

No. 825-B—Cut-Cost Steel Auxiliary Top (fig. 91), for Cut-Cost Desk No. 825, may be placed on any flat-top desk (wood or steel) not less than 60 in. wide; olive green finish, brass trimmings; width, 60 in.; depth, 12½ in.; height above flat-top desk, 24 in.; approx. shipping weight, 100 lbs. *Code word:* USURIOUSLY.

No. 827—Cut-Cost Steel Order Envelope Box, olive green finish; length, 15 in.; width, 10 in.; depth, 8½ in.; shipping weight, 15 lbs. *Code word:* UTENSIL.

CUT-COST PLATEN PRESSROOM CABINET

No. 530 (STEEL)
No. 9100 (WOOD)

Sold with Iron or Marble Imposing Surface

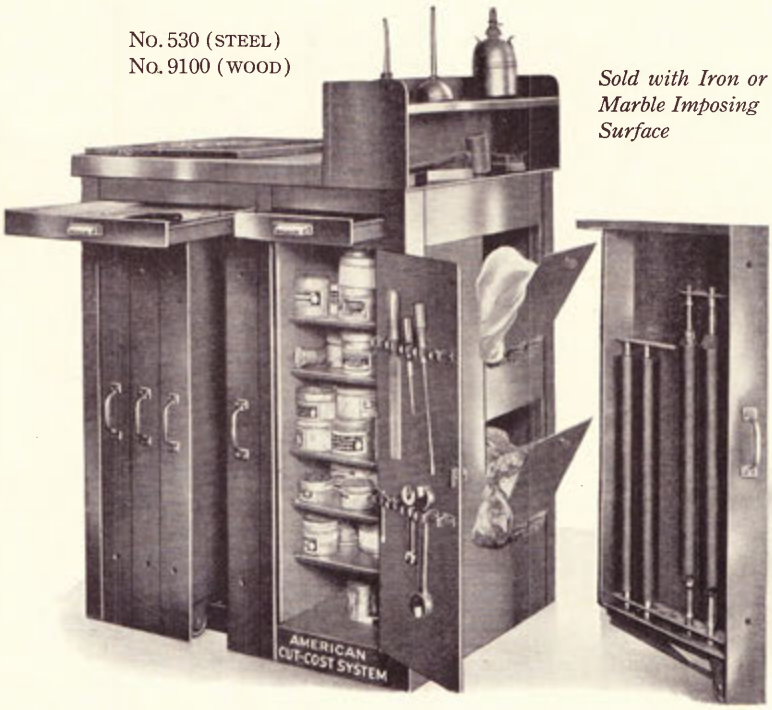


Fig. 94—Cut-Cost Platen Pressroom Cabinet, No. 530 (Steel); No. 9100 (Wood)
Study the picture; it explains itself

What It Does: It brings all appliances and materials close to the pressman, as shown in fig. 95, below, holding everything required by platen pressmen, except make-ready paper and job tickets, items which could not with safety be kept in a cabinet with inks. It provides a place and a lock-up surface close to the platen presses for leveling, correcting and changing forms, and has in upper left-hand drawer a removable Ink Mixing Tray, easy to keep clean.

What It Carries: 30 rollers, 31½ in. and all shorter lengths, in steel adjustable Roller Racks; an ample assortment and quantity of opened inks in Ink Cabinet on adjustable shelves; Imposing Surface, 26¼x27¾ in. (iron) or 22¾x26 in. (marble with coffin); a large removable Ink Mixing Tray, dust protected; a Drawer and 2 Racks for tools; a Bin for mallets, planers, brushes, etc.; a Shelf for oil cans and cleansers; and 2 fireproof Bins with spring doors for clean and semi-clean rags. The cabinet is two-sided and may be put in a corner or against a table (as in fig. 95).

SPECIFICATIONS OF ABOVE CABINET

Steel Construction

No. 530—Cut-Cost Platen Pressroom Cabinet (fig. 94), olive green finish, with iron or marble imposing surface (*state which is required*); floor area, 25¼x34¾ in.; height, 42 in.; approx. shipping weight, with marble top and coffin, 900 lbs.; with iron top, 880 lbs. *Code words:* with marble top, UPTAKE; with iron top, UPTRAIN.

Wood Construction

No. 9100—Cut-Cost Platen Pressroom Cabinet, antique finish, with iron or marble imposing surface (*state which is required*); floor area, 27x35 in.; height, 42 in.; approx. shipping weight, with marble top and coffin, 600 lbs.; with iron top, 575 lbs. *Code words:* with marble top, WANGTOOTH; with iron top, WANGAN.

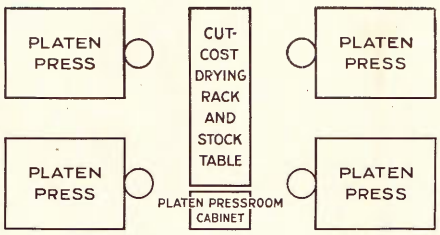


Fig. 95—Plan showing an efficient arrangement of 4 platen presses, a stock table and drying rack, and a Cut-Cost Platen Pressroom Cabinet.

AMERICAN CUT-COST PAPER CUTTER TABLE

No. 780; 80x36 IN.

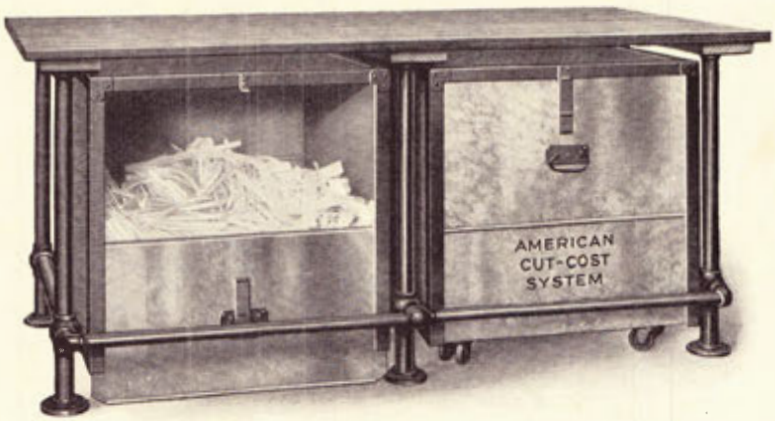


Fig. 96—Front view of Cut-Cost Paper Cutter Table, showing one Waste Paper Truck open, the other closed. The paper trucks are on caster wheels, and, as a truck is filled, the cuttings are hauled to baling press, and dumped as in fig. 97.

The Fire Ordinances of nearly all the larger cities require that paper trimmings and waste paper in printing plants and binderies must be kept in metal receptacles, with metal covers. Fig. 96, above, shows our Cut-Cost Paper Cutter Table with one Waste Paper Truck open and one closed, the sliding doors complying with the fire ordinances. The doors slide up and down, as shown in illustration.

The Top of this table is 80x36 in., and is made of kiln-dried maple, with three coats of shellac on top and bottom, rubbed smooth and varnished—the best possible and most durable surface upon which to jog and handle paper.

The Frame is of wrought iron pipe, secured to 1⅜ in. battens, which are attached to the top, with allowances for contraction and expansion.

The Waste Paper Trucks are each 31x28½x30½ in., made of galvanized iron, in heavy angle iron frame, mounted on two-wheel casters. They are fire preventive. When a truck is filled, the sliding doors are closed, and the truck may be withdrawn, as in fig. 97, below, to the baling press or other receptacle for waste paper. Each truck has a rear door, as shown in fig. 97, so that contents may be tipped out easily. Two trucks are furnished with each complete table, as illustrated above.

May be Purchased Separately. The table and trucks may be purchased separately. The trucks may be used separately as waste paper receptacles in pressrooms and in binderies. They are strongly made, durable and have the advantage of being on wheels.



Fig. 97—Shows rear of table, with a full Waste Paper Truck being hauled to baling press. When in position for dumping, a rear door is opened, as shown at right in cut, and contents are easily ejected.

SPECIFICATIONS OF CUT-COST PAPER CUTTER TABLE

No. 780—American Cut-Cost Paper Cutter Table, maple top, wrought iron pipe frame, 80x36 in. over all, including 2 galvanized iron Waste Paper Trucks; size of each truck, 31x28½x30½ in. inside; height of table, 36 in.; approx. shipping weight of all, 650 lbs. *Code word:* URANIUM.

No. 781—Cut-Cost Waste Paper Truck, as shown in figs. 96 and 97, galvanized iron in angle iron frame, each with 2 sliding doors and 2-wheel casters; size inside, 31x28½x30½ in.; size over all, 32¼x31 in.; height, 32¼ in.; approx. shipping weight, 175 lbs. *Code word:* URANMICA.

CUT-COST DRYING RACK AND STOCK TABLE

No. 15130 (IN STEEL); No. 5130 (IN WOOD)



Fig. 98—Cut-Cost Drying Rack and Stock Table, made in Steel and in Wood. The steel construction, however, has wood drying trays.

This admirable table, 32½x70 in. over all, is designed for use with platen presses. If presses are arranged as in diagram below (fig. 99), one table will serve for four platen presses. The unprinted stock is placed on the table, and as it is printed it is placed in the Drying Trays.

Each table has 30 wood Drying Trays, each 2⅛ in. deep and 19x30½ in. inside, strongly made, with slatted bottoms to prevent accumulation of dust. The total drying area is 120 sq. ft. The Drying Trays pull out from either side.

The Drying Trays, while large enough to take any kind of work done on platen printing presses, are also small enough to be placed on the delivery stands of presses of the Hartford and Colt's Armory class, as shown in fig. 100, below, enabling feeder to deliver heavily inked work directly into the Drying Trays, thus making rehandling unnecessary while the ink is wet, when it is specially liable to spoilage.

Thus each detail of this table has been carefully considered with the object of affording convenience, with protection to printed work and prevention of waste.

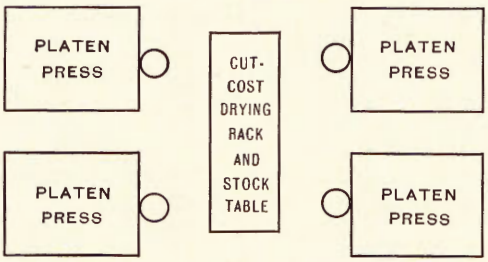


Fig. 99—Diagram of an efficient arrangement of 4 platen presses, 1 Drying Rack and Stock Table serving for all.

SPECIFICATIONS OF CUT-COST DRYING RACKS AND STOCK TABLES

Steel Construction

No. 15130—Cut-Cost Drying Rack and Stock Table, steel frame and top, with 30 wood Drying Trays, each tray 19x30½ in. and 2⅛ in. deep, inside; floor area, 32½x70½ in.; height, 40 in.; approx. shipping weight, 760 lbs. *Code word:* USURPATION.

Wood Construction

No. 5130—Cut-Cost Drying Rack and Stock Table, with 30 Drying Trays, each tray 19x30½ in. and 2⅛ in. deep, inside; floor area, 32½x70 in.; height, 40 in.; approx. shipping weight, 650 lbs. *Code word:* WANTONLY.

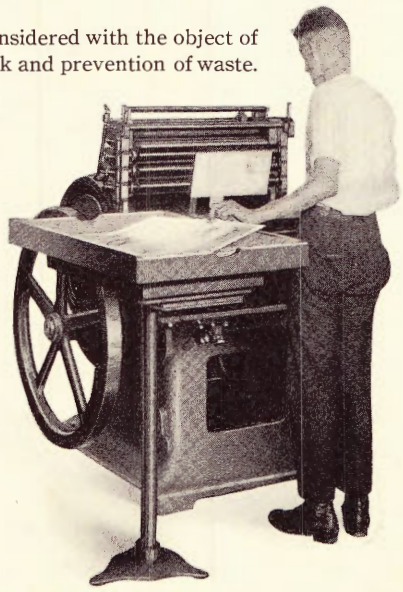


Fig. 100—Shows Drying Tray of Cut-Cost Drying Rack and Stock Table placed on a delivery stand of a Colt's Armory Press, receiving work directly into the tray, where it may remain until dry enough to handle safely.

AMERICAN CUT-COST SIGNATURE TRUCK

No. 853; MADE IN STEEL ONLY

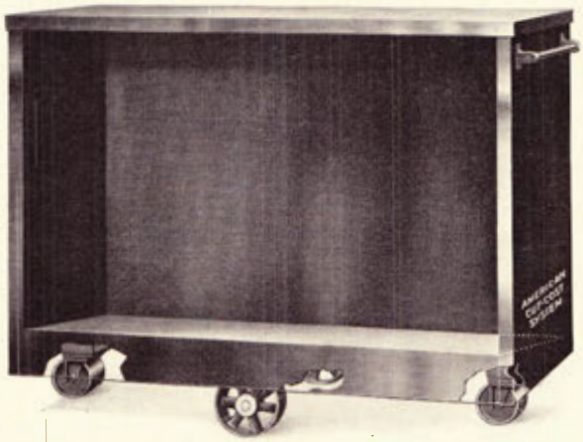


Fig. 101—Cut-Cost Signature Truck. Note that the bottom slopes downward toward the back, to prevent spilling of contents.

Great Capacity with Easy Operation. This truck is 43 in. wide, 14¾ in. deep, and 26 in. high inside, carrying a big load; yet the arrangement of wheels is such that it is remarkably easy to move and to guide. It swings readily in its own length, because the load is pivoted on two substantial central wheels, with a caster wheel at each end serving to guide the truck as well as balance the load. The weight is only 125 lbs.

A Safety Precaution. As shown by dotted lines in fig. 101, the bottom is inclined downward toward the back, effectually preventing the load from tipping or spilling forward.

This Truck has Great Strength and Durability. Its steel construction does not materially increase the cost over wood construction, while the steel adds greatly to its durability; hence it is made only in steel.

SPECIFICATIONS OF CUT-COST SIGNATURE TRUCK

No. 853—Cut-Cost Signature Truck, olive green finish; area over all, 15x47 in.; height, 38 in.; approx. shipping weight, 180 lbs. *Code word:* UTILITY.

AMERICAN CUT-COST BINDERY TABLE

No. 782; 80x36 IN.

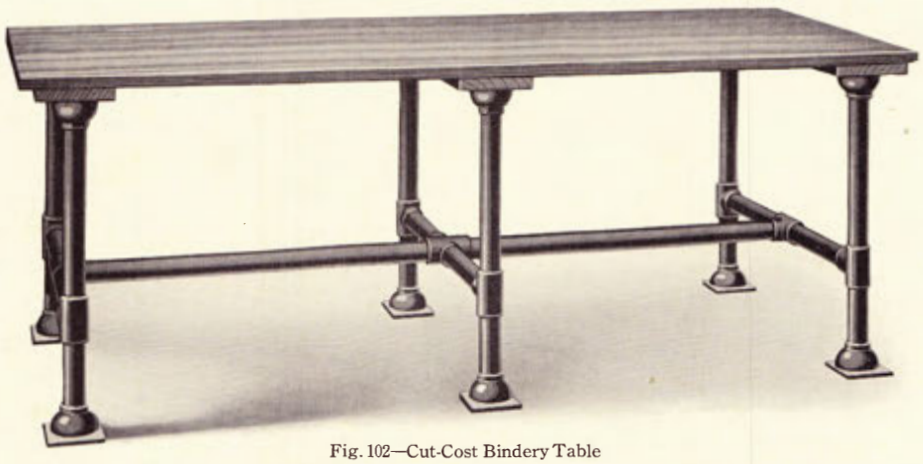


Fig. 102—Cut-Cost Bindery Table

This is an Ideal Table for folding and other work done in binderies in a sitting position. The top is of maple, kiln-dried, with three coats of shellac on top and bottom, rubbed smooth and varnished. The frame is of 1½ in. wrought iron pipe. The height is 30 in.

SPECIFICATIONS OF CUT-COST BINDERY TABLE

No. 782—Cut-Cost Bindery Table, maple top, wrought iron frame, aluminum finish; size over all, 80x36 in.; height, 30 in.; approx. shipping weight, 275 lbs. *Code word:* USTULATE.

AMERICAN CUT-COST STOCK FORWARDING TABLES

NOS. 783, 783-A, 784 AND 784-A; MADE IN STEEL

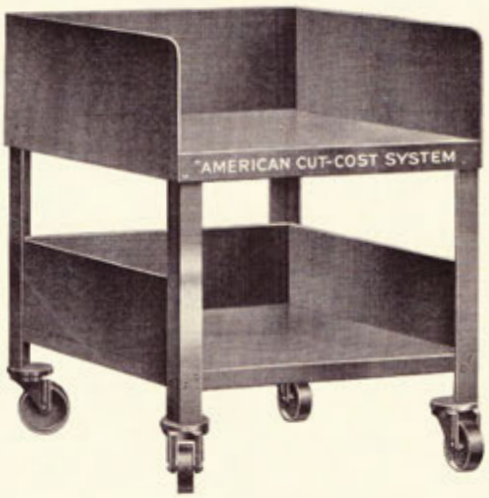


Fig. 103—Cut-Cost Stock Forwarding Table No. 783, 30x30 in. over all, with iron caster wheels; No. 783-A, with fibre caster wheels.

Substantial and obvious economies are effected by keeping paper and card stock of all kinds on wheels. Every lift and every handling that can be avoided saves costs and minimizes waste of paper.

These tables are built strongly of steel, in angle iron frames, firmly riveted together. They weigh little more and are much more durable than if constructed of wood. They are easy to guide. They carry heavy loads.

Fibre Caster Wheels. When specially ordered both sizes of tables will be supplied with fibre wheels to render them noiseless, at an additional charge.

Interlocking Drying Frames may frequently be used to advantage on these tables, as illustrated in fig. 105 on opposite page. The drying frames for each table may be used in the lower compartment as well as on top. They are sold in crates containing 12 of one size. Crates will not be broken.

Once used in a pressroom, these Stock Forwarding Tables will be found to be indispensable. There can be no congestion when all stock is on wheels.

SPECIFICATIONS OF CUT-COST STOCK FORWARDING TABLES

No. 783—Cut-Cost Stock Forwarding Table (fig. 103), iron caster wheels, steel construction, olive green finish; area over all, 30x30 in.; height over all, 46 in.; approx. shipping weight, 315 lbs. *Code word:* UTTERANCES.

No. 783-A—Cut-Cost Stock Forwarding Table, 30x30 in. over all, with fibre wheels, otherwise the same as No. 783. *Code word:* UTTERETH.

No. 783-B—Cut-Cost Interlocking Drying Frames (fig. 105); size of each over all, 24x30 in.; size inside, 21½x30 in.; depth inside, 2 in.; sold only in crates containing 12 frames; approx. shipping weight per crate, 100 lbs. *Code word:* UPSETS.

No. 784—Cut-Cost Stock Forwarding Table (fig. 104), iron caster wheels, steel construction, olive green finish; area over all, 36x54 in.; height, 48 in.; approx. shipping weight, 400 lbs. *Code word:* UTTERING.

No. 784-A—Cut-Cost Stock Forwarding Table, 36x54 in. over all, with fibre caster wheels, otherwise the same as No. 784. *Code word:* URBANIZED.

No. 784-B—Cut-Cost Interlocking Drying Frames (fig. 105); size of each over all, 36x47 in.; size inside, 36x44½ in.; depth inside, 2 in.; sold only in crates containing 12 frames; approx. shipping weight per crate, 200 lbs. *Code word:* UPSETTING.

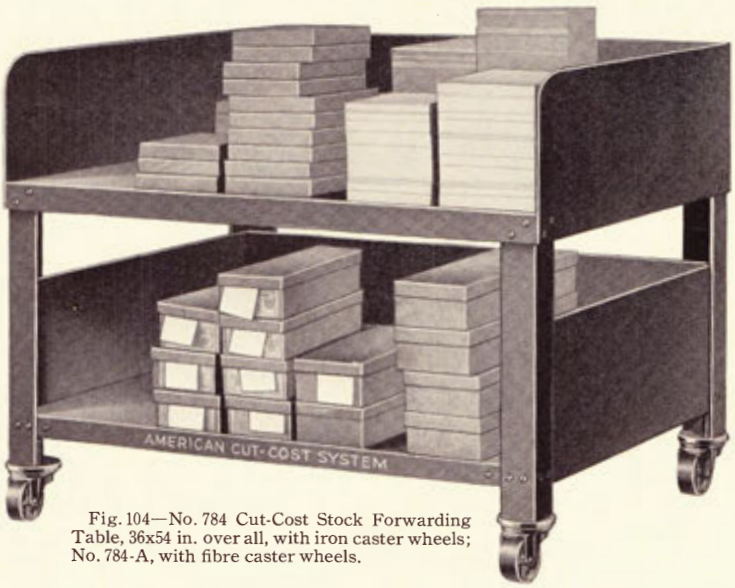


Fig. 104—No. 784 Cut-Cost Stock Forwarding Table, 36x54 in. over all, with iron caster wheels; No. 784-A, with fibre caster wheels.

CUT-COST KELLY PRESS STOCK FORWARDING TABLE

NOS. 789 AND 789-B; MADE IN STEEL



Fig. 105—Shows Cut-Cost Kelly Press Stock Forwarding Table in use with Cut-Cost Interlocking Drying Frames.

This table is designed specially to meet the requirements of users of Kelly Automatic Job Press, Style B, but is equally convenient and effective for general use in job press rooms.

Economy of Space. It is made to occupy as little floor space as possible, while carrying the largest sheets (17x22 in.) in the interlocking drying frames.

Economy of Time. The Kelly Automatic Job Press eats up paper so rapidly that the unprinted sheets need to be close at hand to avoid delaying the printing while the pile is being renewed. To delay the Little Kelly 10 minutes means a loss of 600 impressions! Another of these tables can be used economically to receive the printed sheets as they leave the press, unless the press is equipped with a Kelly Press Extension Delivery. Extension deliveries are used to economize time, and for Kelly Automatic Job Presses that are minus extension deliveries this Cut-Cost Stock Forwarding Table is the next best thing. It is effective in reducing idle time on the presses to a minimum.

Advantages of using Cut-Cost Interlocking Drying Frames on heavily inked work. These frames may be placed on the delivery table of the press, by removing the walls of the jogger, to receive heavily inked work direct, eliminating all handling of the sheets until the ink has dried. On heavily inked work this method of delivering the sheets is safer than the use of joggers. Locking rigidly together, these frames may with safety be stacked as high as a man may reach. They are 17½x22¼ in. inside, taking on largest sheet printed on a Style B Kelly Press. They are 2 in. deep, inside, and will fit into both the lower and upper compartments of No. 789 table.

Fibre Casters, to minimize noise, may be substituted for iron casters, at an increase in cost. Trucks with fibre casters are not kept in stock.

Keeping Paper Stock on Wheels prevents waste and saves time. Every little daily saving is worth while.



Fig. 106—Stock Forwarding Table No. 789 in action; saves handling; saves time.

SPECIFICATIONS OF CUT-COST KELLY PRESS STOCK FORWARDING TABLE, ETC.

No. 789—Cut-Cost Stock Forwarding Table, steel construction, as in fig. 105, without drying frames, with iron casters; floor area, 23½x23½ in.; height, 43¾ in. over all; height inside of lower compartment, 20 in.; approx. shipping weight, 160 lbs. *Code word:* USEFULLY.

No. 789-A—Same as above, but with fibre casters. *Code word:* USABLENESS.

No. 789-B—Cut-Cost Interlocking Drying Frame; size over all, 20x22¼ in.; size inside, 17½x22¼ in.; depth, 2 in. inside; sold only in crates containing 12 frames; approx. shipping weight of 12 frames, 55 lbs. *Code word for 12 frames:* USEFULNESS.

A PAGE OF RECOMMENDATIONS OF THE CUT-COST SYSTEM

"Every piece of Cut-Cost Equipment might well be put on our pay roll, as each piece causes a saving in wages. The workmen lose no time, as everything is at hand and they are never in each other's way. Our expenditure of $7000 is one of the best paying investments we have ever made."—CLIENT IN TOPEKA, KANS.

St. Louis, Mo. "With more ease and less friction, the men do more work. . . . The saving in labor cost will pay for the new equipments in two years, on a conservative estimate."

New Haven, Conn. " . . . There has been considerable time saved. . . . [On job done yearly] 199 hours last year, this year 168 hours; another instance, 172 hours last year, this year 148 hours. We have nothing but praise for the efficient manner in which you have handled the reorganization of our composing room."

Rochester, N. Y. "We formerly occupied two floors, but the Cut-Cost Equipment enabled us to concentrate on one floor, thereby saving 50 per cent in rent, besides noticeably reducing the cost of production."

Lafayette, Ind. "In one specialty department, in which we approximate $10,000 business [per month], our costs have been reduced 35 per cent, and all overtime eliminated, which ran from 20 to 40 hours per week. On our magazine, 6x9 in size, we have averaged a saving of 1½ hours per form of 32 pages."

St. Louis, Mo. [The problem was to concentrate on one floor a book and a job composing room occupying two floors.] "You solved the problem and by installing new Cut-Cost Equipments . . . gave us more storage space than we had before, and everything desirable in the way of arrangement and aisle room."

New York, N. Y. "Our composing room has been acknowledged to be the finest in the city by those who have seen it. The scientific layout has reduced the hour cost of composition about 20 per cent."

Waterloo, Iowa. "We have now been operating in our new plant nine months. The work of your production engineer in scientifically arranging our plant has meant a great saving to us in dollars and cents, due to the compact, time-saving character of the Cut-Cost Equipments . . . which have proved their economies thousands of times. . . . It seems almost impossible now that we ever did anything profitably under the old conditions. . . . Make-up time, stone work, and all the work in the composing room is now handled in from 20 to 40 per cent less time. . . . I have made this pretty strong, but not a bit too strong."

Boston, Mass. "We have saved 25 per cent of the floor space formerly used, and about 25 per cent in labor cost. The only regret we have is that we did not install the Cut-Cost Equipment five years ago."

Richmond, Va. "The change has not only made it possible for the men to do more work, but has added to their comfort. Where before we were crowded, we now have plenty of space, with room to expand. We are very much pleased with the interest manifested by your production engineer in working out the plans."

Pittsfield, Mass. "We find that with this new Cut-Cost Equipment, and the efficient layout made by your production engineer, each job slips through much quicker than with the old equipments, while our men appreciate having such fine equipments to work with. It certainly creates a different atmosphere in the workroom."

Utica, N. Y. "The savings in labor cost, etc., by the use of the Cut-Cost System are all that you claim for it. Before our change we were crowded terribly and unable to increase our output. Now we have installed another press, added another compositor, and still have surplus floor space to extend further, when ready. Our output has increased accordingly."

Rochester, N. Y. "Practically all of your recommendations have been carried out. They have proven to us that your guidance needs to be sought, as it has enabled us to continually lower our manufacturing costs."

Sioux Falls, S. D. "The layout your production engineer gave us enabled us to move our machinery and other equipment with very little loss of time. We moved in November, and did 90 per cent of an average month's business. I cannot recommend his services too highly."

AMERICAN SCHOOL TYPE CABINET

No. 9178; Made in Wood Only

This cabinet is sold with 1 full size blank case (to hold copy, composing sticks, etc.); 2 pairs of No. 2620 case brackets; a detachable galley dump (for two galleys); a lead and slug rack for lengths 10 to 26 picas, by ems; and compartments on galley dump for leads and slugs, lengths 4 to 9½ picas, varying by ens. It is made in elm, antique finish.



Fig. 107 — Front view of American School Type Cabinet. Type case on top and writing board in rack are extras. Note the lead and slug rack, which is part of this cabinet.

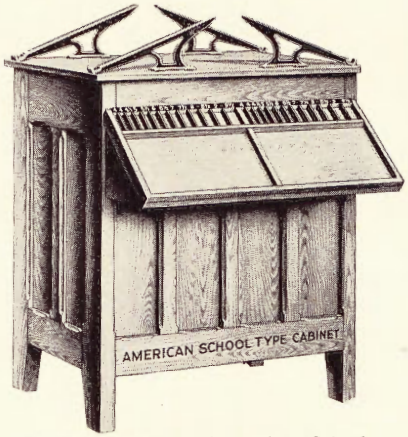


Fig. 108 — Rear view of American School Type Cabinet. Galley dump, which has compartments for short-length leads and slugs and holds two job galleys, is detachable.

Cabinet Front Cases. The body of the Cabinet is made to hold 17 cabinet front cases, but no cases are furnished until specially ordered (owing to varying requirements), except 1 blank case. Cabinet front cases are varnished and have pulls and label holders.

Writing Board. This useful extra (shown in fig. 107) is the same size as the type cases. It may be placed upon the brackets for use; or it may be held in the case runs at a convenient height, and pulled out for use, while the student sits on a stool. It is made of hardwood.

Other Extras. Electric fixtures over cases and Writing Board No. 9178-A, though shown in the illustration (fig. 107), need to be ordered separately, if required.

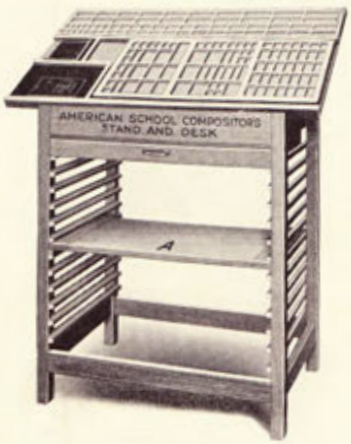


Fig. 109—American School Compositor's Stand and Desk.

AMERICAN SCHOOL COMPOSITOR'S STAND AND DESK

No. 9177; Made in Wood Only

This open type case stand is made of elm, varnished. It carries 11 full size regular cases, in addition to the drawer which is regularly furnished, but the cases are extra, and require to be specially ordered, as needed.

The Working Top includes compartments for labor-saving leads and slugs, and places for a galley, composing stick, etc., and also for a full size case, when it is necessary to use it on the top.

Writing Board. The writing board (A in fig. 109) is made of hardwood, and may be placed in the rack at a height convenient for the student when sitting on a stool.

Extras. Though shown in the illustration, the type case and galleys on the top and the writing board are extras, and require to be ordered specially, with the type cases, as required.

AMERICAN SCHOOL IMPOSING TABLES

No. 3982 (IN WOOD); No. 13982 (IN STEEL)

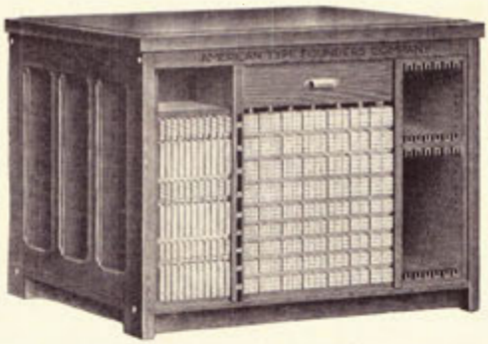


Fig. 110—One side of American School Imposing Table No. 3982, wood construction. In steel construction the sizes and the contents capacity are the same as in wood.

When furnished with a marble surface in coffin the working area of these tables is 32x48 in.; when supplied with an iron surface the working area is 35x51 in. The height is 38¼ in. The shipping weight, without contents, is 600 lbs. in wood; 800 lbs. in steel.

Under the working surface, as illustrated in fig. 110, there are racks for fonts of reglet and of wood furniture, an adjustable rack for twelve chases and a capacious drawer.

On the other side, as illustrated in fig. 111, there are 51 numbered galley shelves and an adjustable rack for six chases, which may be increased to twelve at a small additional cost.

Although contents are shown in fig. 110, no reglets or wood furniture are included with tables, and require to be ordered separately.

The compartment for reglet accommodates Reglet Font No. 3730, consisting of 1716 pieces, 26 each of 6 pt. and 12 pt., from 10 to 33 picas, graduated by picas, and from 36 to 60 picas, graduated by 3 picas.

The compartment for wood furniture accommodates Wood Furniture Font No. 3744, consisting of 837 pieces, in 2, 3, 4, 5, 6, 8 and 10 pica widths, and in 10, 15, 20, 25, 30, 35, 40, 50 and 60 pica lengths.

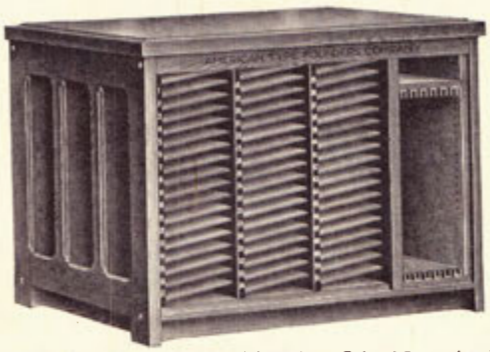


Fig. 111—The other side of American School Imposing Table No. 3982, wood construction.

AMERICAN SCHOOL IMPOSING TABLES

No. 3977 (IN WOOD ONLY)

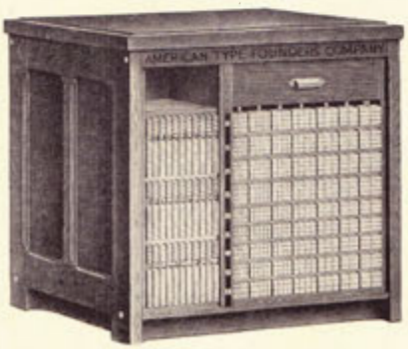


Fig. 112—One side of American School Imposing Table No. 3977, wood construction.



Fig. 113—The other side of American School Imposing Table No. 3977, wood construction.

When furnished with a marble surface and coffin, the working area is 28x36 in.; with an iron surface, 31x39 in. The height is 38¼ in. The shipping weight, without contents, is 420 lbs.

Under the working surface (as shown in fig. 112) there are racks for Reglet Font No. 3730 and Wood Furniture Font No. 3744 and a drawer; and (as shown in fig. 113) galley shelves for 34 galleys and a rack for twelve chases. Particulars of reglet and wood furniture fonts are the same as given in description of the larger table above.

PRINTING PLANT EQUIPMENTS IN STEEL AND WOOD FOR COMMERCIAL OFFICES AND NEWSPAPERS

MANUFACTURED BY THE HAMILTON MANUFACTURING COMPANY AND KEPT IN STOCK AND SOLD BY ALL THE SELLING HOUSES OF THE AMERICAN TYPE FOUNDERS COMPANY

Nota Bene: The larger proportion of items are made in both wood and steel, in which instances the designs are practically alike. It is therefore unnecessary to illustrate both constructions. ¶ With few exceptions, only two-tier or double type cabinets are illustrated, though one-tier or single type cabinets are made and listed. One-tier type cabinets are simply halves of two-tier type cabinets, with practically no change in design. ¶ Wood constructions are usually made in ash, antique finish, and some commoner items in elm without finish. Steel items are finished when practicable in olive green enamel, two coats, baked. ¶ The dimensions of both wood and steel constructions are approximately alike, those of the wood being usually somewhat larger. The dimensions printed are of steel construction. ¶ Each item is illustrated in its complete state, showing equipments that are extra as well as those that are regular. The extras, as listed, require to be ordered separately, if needed.

AMERICAN TYPE FOUNDERS COMPANY

Largest Distributor of Hamilton Manufactures for Printers

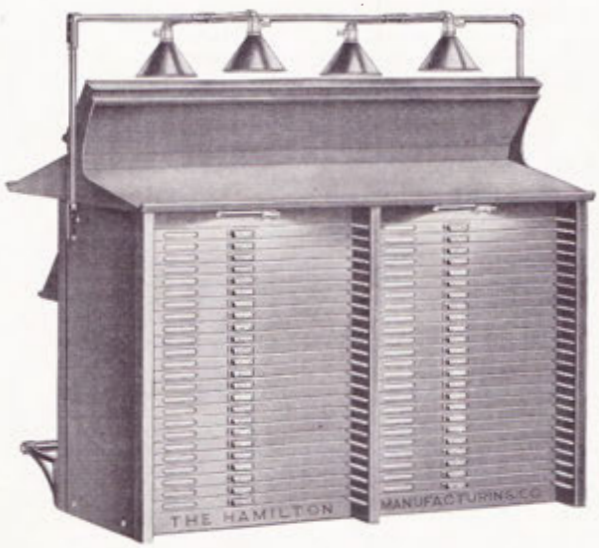
1923

HAMILTON TYPE CABINETS

MADE IN BOTH STEEL AND WOOD IN SINGLE AND DOUBLE TIER

All Hamilton Type Cabinets are made in both wood and steel. Whether made in wood or steel the designs are similar and it has not been considered necessary to show illustrations of both constructions.

Several of the Hamilton Type Cabinets are made in both single and double tier, and here again it has not been thought necessary to show the single-tier constructions which have the same details as the double-tier cabinets of the same design.



NO. 12005 (IN STEEL); NO. 2005 (IN WOOD)—CASE SIDE

See illustration below for reverse side of this cabinet

The illustrations show No. 12005 Steel Cabinet (case side and working side) completely equipped with 46 full size California job cases and two blank cases, with pulls and mortised label holders; two copy drawers; two swinging trays for quarter cases; full length galley dump; foot rail in rear; wiring overhead and over cases. Upper bank in rear accommodates any spacing materials case, size 10x70 in. The one shown in the illustration is No. 13215.

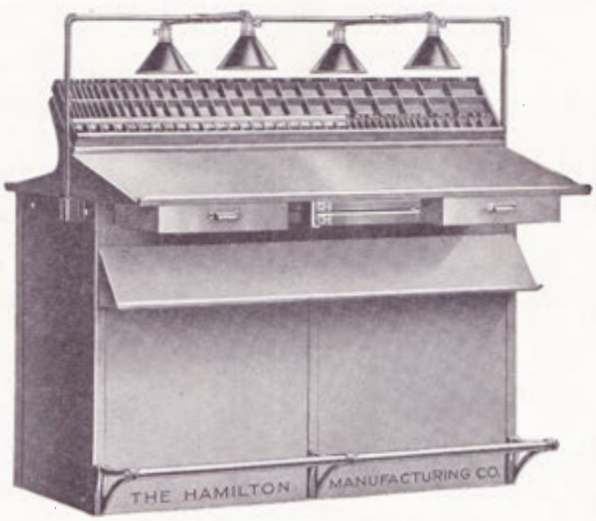
EXTRAS.—Although shown in illustrations, the following items are extras, and need to be ordered separately if required: foot rail, spacing materials case, all electric fixtures for Nos. 2000 and 2005; overhead electric fixtures for Nos. 12000 and 12005; bulbs; and steel fronts on cases in Nos. 12000 and 12005.

Height to working surface, 43 in.; floor space, 70x35 in. Approximate shipping weight: Steel, 1110 lbs.; Wood, 865 lbs.

Also made in one-tier size, No. 12000 (Steel); No. 2000 (Wood).

This is one of the more popular type cabinets. In publishing plants and job printing plants each compositor requires a liberal amount of working space. The large working bank on this cabinet is a favorite with compositors and the spacing materials case provides a liberal supply of leads and slugs and other spacing materials, all conveniently located.

The galley dump gives additional space for the storage of galleys, cuts, etc., within easy reach of the workman.

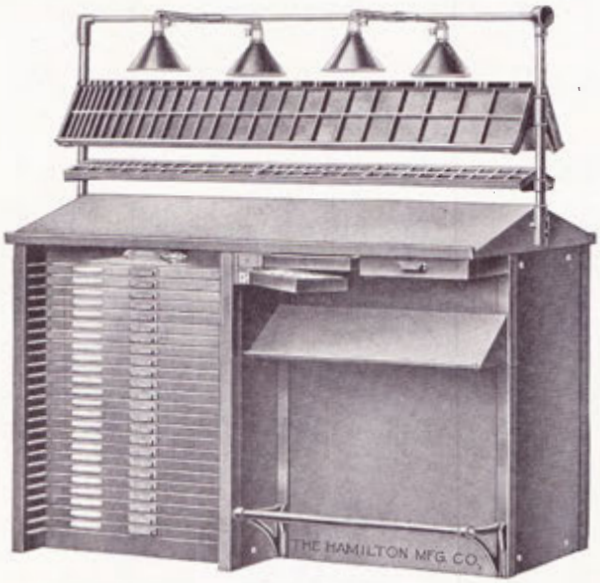


WORKING SIDE OF CABINET ILLUSTRATED ABOVE

HAMILTON AD-MAN TYPE CABINETS

MADE IN BOTH STEEL AND WOOD IN SINGLE AND DOUBLE TIER

The illustration shows No. 12010 Steel Cabinet completely equipped with 46 California job cases and two blank cases with pulls and mortised label holders; double-depth overhead bank for leads and slugs from 4 to 26 picas (extra compartment for 4 pica lengths), and compartments for 28 and 30 pica leads; auxiliary bank with two sets of justifying materials cases; four swinging trays for quarter cases; two copy drawers; two galley dumps; two foot rails; wiring overhead and over cases. Both sides of double cabinets are alike.



NO. 12010 (IN STEEL); NO. 2010 (IN WOOD). BOTH SIDES ALIKE

EXTRAS.—Although shown in illustration, the following items are extras, and need to be ordered separately, if required: foot rails (2), steel fronts on type cases in Nos. 12010 and 12015, overhead electric fixtures for Nos. 12010 and 12015, all electric fixtures for Nos. 2010 and 2015, and electric bulbs.

Height to working surface, 43 in.; floor space, 73x36 in. Approximate shipping weight: Steel, 1400 lbs.; Wood, 1150 lbs.

Also made in one-tier size, No. 12015 (Steel); No. 2015 (Wood).

HAMILTON NEWSPAPER AD CABINETS

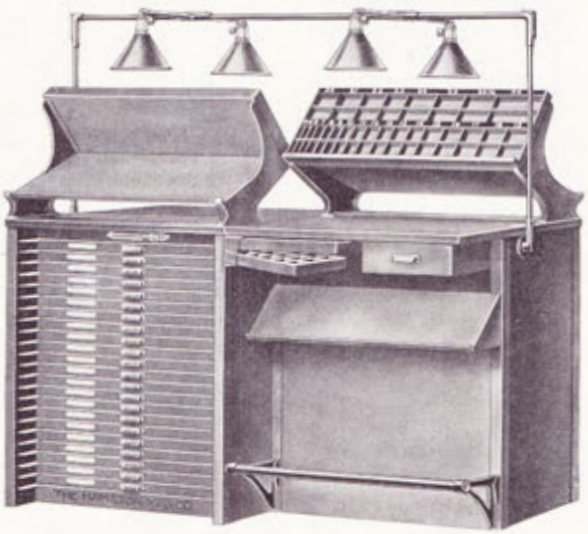
MADE IN BOTH STEEL AND WOOD IN SINGLE AND DOUBLE TIER

The illustration shows No. 12020 Steel Cabinet completely equipped with 42 full size California job cases and two blank cases with pulls and mortised label holders; two double-depth lead and slug cases arranged to hold leads and slugs from 4 to 25 picas, also compartments for 26½ and 44 pica lengths; four swinging trays for quarter cases; two copy drawers; two galley dumps; two foot rails; wiring overhead and over cases. Both sides of these cabinets alike.

EXTRAS.—Although shown in illustration, the following items are extras, and need to be ordered separately, if required: foot rails (2), steel fronts on type cases in Nos. 12020 and 12025, overhead electric fixtures for Nos. 12020 and 12025, all electric fixtures for Nos. 2020 and 2025, and electric bulbs.

Height to working surface, 41 in.; floor space, 71x34 in. Approximate shipping weight: Steel, 1325 lbs.; Wood, 950 lbs.

Also made in one-tier size, No. 12025 (Steel); No. 2025 (Wood).

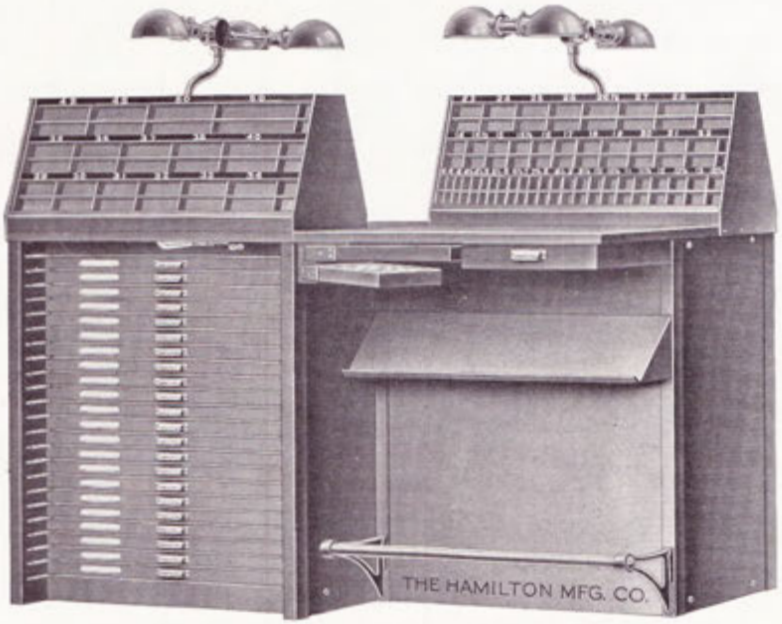


NO. 12020 (IN STEEL); NO. 2020 (IN WOOD). BOTH SIDES ALIKE

HAMILTON NEWSPAPER TYPE CABINETS

MADE IN BOTH STEEL AND WOOD IN SINGLE AND DOUBLE TIER

This is now the preferred and most efficient type cabinet for newspaper ad. work, each double-tier cabinet accommodating two men, one on each side. Both sides are exactly alike. Under present conditions, newspaper ad. compositors work easier and more expeditiously on flat surfaces than on banks. Slugs stand up on flat galleys and fall over when galleys are slanted. Each compositor has two cases in which to carry a liberal supply of leads and slugs, as enumerated below, and two swinging trays in which quarter cases may be placed to carry brass rules and



NO. 12030 (IN STEEL); NO. 2030 (IN WOOD). BOTH SIDES ALIKE

other necessary materials. Quarter cases are extra. There are newspaper ad. compositors who, from force of habit, think they prefer to work on banks, but after a trial of the flat working method, their prejudices are invariably overcome.

The illustration shows No. 12030 Steel Cabinet completely equipped with 42 full size California job cases and two blank cases with pulls and mortised label holders; two double-depth pyramid banks; four swinging trays for quarter cases; two copy drawers; two galley dumps; two foot rails; wired overhead for six lights and one light over each tier of cases.

The bank on the working side of each half of the cabinet accommodates in duplicate compartments, leads and slugs from 4 to 16 picas varying by ens, and 17 to 26 picas varying by ems; also compartments for 26½, 27 and 28 pica lengths.

The bank on the case side of each half of the cabinet accommodates in duplicate compartments, leads and slugs from 29 to 38 picas varying by ems; also compartments for 40, 42, 45, 50 and 60 pica lengths.

EXTRAS.—Although shown in illustration, the following items are extras, and need to be ordered separately, if required: foot rails (2), overhead electric fixtures for Nos. 12030 and 12035, all electric fixtures for Nos. 2030 and 2035, steel fronts on type cases in Nos. 12030 and 12035, and electric bulbs. Quarter cases, held in swinging trays, are also extras.

Height to working surface, 41 in.; floor space, 70x34 in. Approximate shipping weight: Steel, 1275 lbs.; Wood, 910 lbs.

Also made in one-tier size, No. 12035 (Steel); No. 2035 (Wood).

HAMILTON WALL TYPE CABINETS

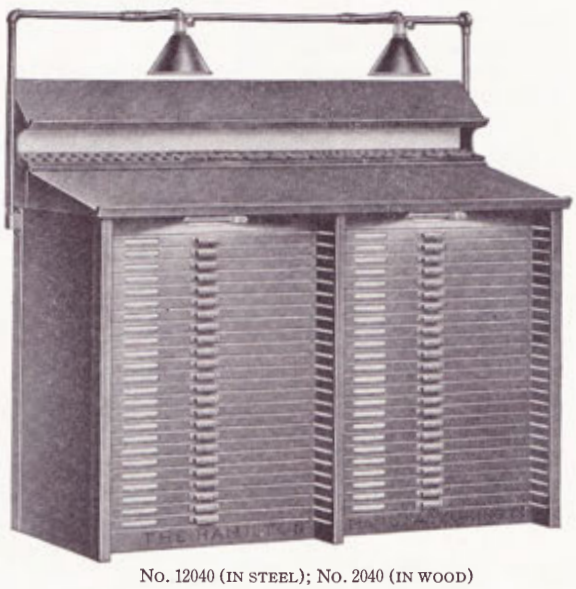
MADE IN BOTH STEEL AND WOOD

The illustration shows No. 12040 Steel Cabinet completely equipped with 46 full size California job cases and two blank cases with pulls and mortised label holders; auxiliary cases for spacing materials at top of work bank; lights overhead and over cases. The top bank will accommodate a standard 70x10 in. lead and slug case.

This cabinet is designed to go against a wall to complete an alley.

EXTRAS.—Although shown in illustration, the following items are extras and need to be ordered separately, if required: overhead electric fixtures on No. 12040, all electric fixtures on No. 2040, electric bulbs and steel fronts on type cases in No. 12040.

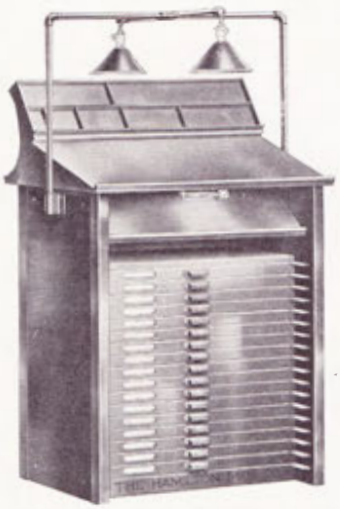
Height to working surface, 43 in. Floor space, 24x70 in. Approximate shipping weight: Steel, 1000 lbs.; Wood, 875 lbs.



No. 12040 (IN STEEL); No. 2040 (IN WOOD)

HAMILTON HEAD-LETTER CABINETS

MADE IN BOTH STEEL AND WOOD

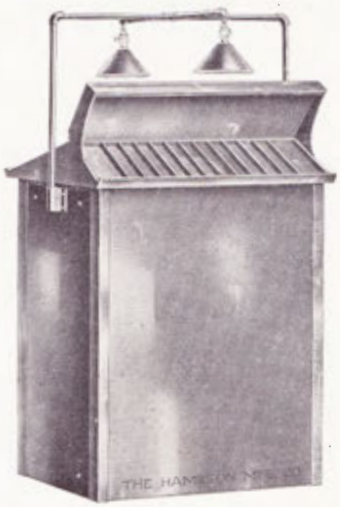


No. 15738 (IN STEEL); No. 5738 (IN WOOD)
FRONT VIEW

This cabinet will prove all that is needed in most newspaper plants. Bank has working surface, size 17x36 in. Auxiliary bank above working bank has case for cross rules and spacing materials, from one to eight column lengths. Rear bank has spaces for single and double column matter (see lower illustration). Galley dump under working surface is 9x32¼ in., and has an electric light directly above it. Shelf below galley dump is 18 in. deep, 32¼ in. long. Nine California job cases, seven lower cases, and one space and quad case, with pulls and label holders, are supplied.

EXTRAS.—Although shown in illustrations, the following items are extras, and need to be ordered separately, if required: overhead electric fixtures for No. 15738, all electric fixtures for No. 5738, electric bulbs and steel fronts on type cases in No. 15738.

Height to working surface, 43 in.; height over all, 57½ in. Floor space, 36½x25½ in. Approximate shipping weight: Steel, 600 lbs.; Wood, 500 lbs.



No. 15738 (IN STEEL); No. 5738 (IN WOOD)
REAR VIEW

FLAT-TOP EXTENSION FRONT TYPE CABINETS

MADE IN BOTH STEEL AND WOOD



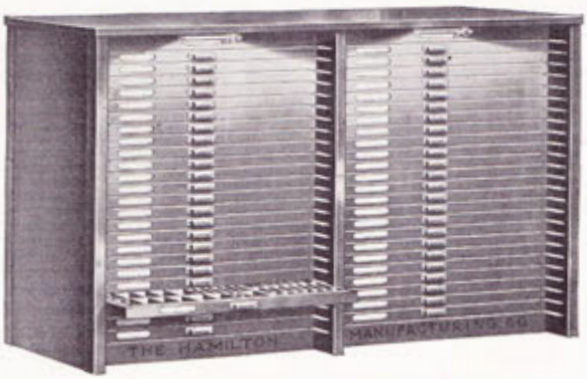
No. 12210 (IN STEEL); No. 2210 (IN WOOD)

Flat top is removable, and when removed the cabinet will accommodate double-tier working top, as illustrated below.

EXTRAS.—Electric fixtures on wood cabinets, electric bulbs, and steel case fronts on steel cabinets.

The illustration at left shows No. 12210 Steel Cabinet equipped with 23 full size California job cases and one blank case with pulls and mortised label holders; wiring over cases. The flat top is removable, and when removed the cabinet will accommodate a single-tier working top.

The illustration below shows No. 12220 Steel Cabinet equipped with 46 full size California job cases and two blank cases with pulls and label holders, and wiring over cases.



No. 12220 (IN STEEL); No. 2220 (IN WOOD)

PARTICULARS OF FLAT-TOP EXTENSION FRONT TYPE CABINETS

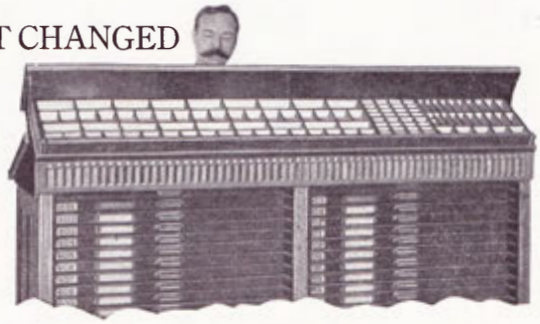
No.	Construction	Case Capacity	Style of Finished Back	Height Inches	Floor Space Inches	Approx. Shipping Weight
2190	Wood	12 Two-thirds Size California Job	Gumwood	25	25 x22½	145 lbs.
2195	Wood	12 Full Size California Job	Gumwood	25	35½x22½	185 lbs.
2200	Wood	23 Two-thirds Size California Job and 1 Blank	Gumwood	43¾	25 x22½	250 lbs.
*2205	Wood	23 Full Size California Job and 1 Blank	Gumwood	43¾	35½x22½	335 lbs.
*2210	Wood	23 Full Size California Job and 1 Blank	Paneled	43¾	35½x22½	350 lbs.
*2215	Wood	46 Full Size California Job and 2 Blank	Gumwood	43¾	70 x22½	600 lbs.
*2220	Wood	46 Full Size California Job and 2 Blank	Paneled	43¾	70 x22½	600 lbs.
*12210	Steel	23 Full Size California Job and 1 Blank	Steel	43	35 x22	480 lbs.
*12220	Steel	46 Full Size California Job and 2 Blank	Steel	43	69 x22	880 lbs.

*Flat tops are removable, and when removed the single-tier cabinets will accommodate single-tier working tops and the double-tier cabinets will accommodate double-tier working tops, as shown in picture below.

FLAT-TOP TYPE CABINET CHANGED TO WORKING CABINET

Picture at right shows a double-tier Flat-Top Type Cabinet transformed into a working cabinet by removing the flat top and substituting a Cut-Cost Top, No. 9011 (Wood) or 542-B (Steel), described on page 1029. Other styles of Cabinet Tops are listed on page 1074.

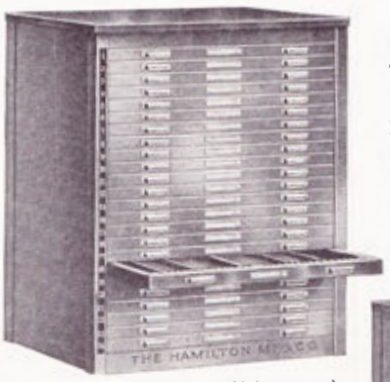
Some type cabinets of obsolete styles may be made 100 per cent efficient by changing the working top.



CUT-COST TOP No. 9011 (WOOD) OR 542-B (STEEL) APPLIED TO TWO-TIER FLAT-TOP CABINET

HAMILTON CUT AND ELECTRO CABINETS

MADE IN BOTH STEEL AND WOOD

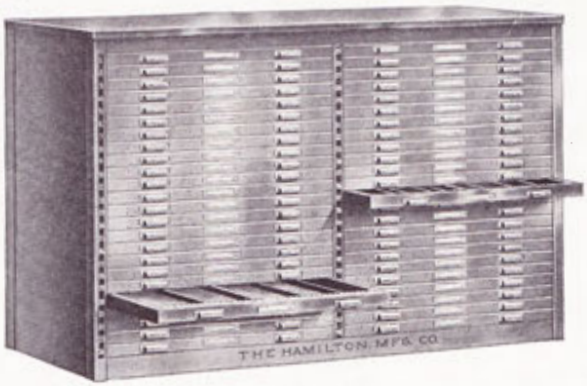


No. 12390 (IN STEEL); No. 2390 (IN WOOD) WITH 24 FULL SIZE INDEXED DRAWERS
No. 12400 (IN STEEL); No. 2400 (IN WOOD) WITH 24 FULL SIZE BLANK DRAWERS

Projecting drawers in pictures show adjustable partitions which engage in notches cut in frame of drawers on front and back, illustrated in cut case No. 2711, page 1080. Thus each drawer may be divided into as many compartments as desired. The compartments may be numbered and contents indexed. For blank drawer see case No. 2706, page 1080.

A systematic method of storing cuts and electrotypes is an absolute necessity where handled in any quantity. These cut storage cabinets are made in several sizes and in two styles to meet the varied requirements of printing plants and advertising departments of large concerns, or any place where cuts and electrotypes are used. One style has indexed drawers, the other blank drawers with center bar. They are attractive in design.

All drawers have label holders and numbers. An index book is furnished with each indexed drawer cabinet.



No. 12410 (IN STEEL); No. 2410 (IN WOOD); WITH 48 FULL SIZE INDEXED DRAWERS
No. 12420 (IN STEEL); No. 2420 (IN WOOD); WITH 48 FULL SIZE BLANK DRAWERS

PARTICULARS OF STEEL CUT AND ELECTRO CABINETS, INDEXED OR WITH BLANK DRAWERS

No.	Drawer Capacity	Style of Drawers	Height Inches	Width Inches	Depth Inches	Size of Drawers Inside, Inches	Approximate Shipping Weight, Lbs.
12390	24 Full Size	Indexed	43	35	21½	29¾x15¾	610
12400	24 Full Size	Blank	43	35	21½	31 x17	550
12410	48 Full Size	Indexed	43	68½	21½	29¾x15¾	1125
12420	48 Full Size	Blank	43	68½	21½	31 x17	1000

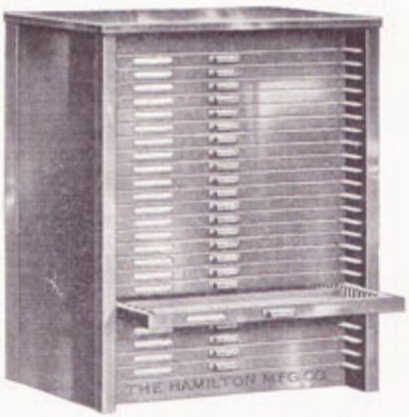
PARTICULARS OF WOODEN CUT AND ELECTRO CABINETS, INDEXED OR WITH BLANK DRAWERS

No.	Drawer Capacity	Style of Drawers	Height Inches	Width Inches	Depth Inches	Size of Drawers Inside, Inches	Approximate Shipping Weight, Lbs.
2330	12 Two-thirds Size	Indexed	25	25¼	22½	20¼x15	150
2340	12 Two-thirds Size	Blank	25	25¼	22½	20¼x15	140
2350	12 Full Size	Indexed	25	35⅞	22½	30⅝x15	180
2360	12 Full Size	Blank	25	35⅞	22½	30⅝x15	170
2370	24 Two-thirds Size	Indexed	43¾	25¼	22½	20¼x15	250
2380	24 Two-thirds Size	Blank	43¾	25¼	22½	20¼x15	225
2390	24 Full Size	Indexed	43¾	35⅞	22½	30⅝x15	325
2400	24 Full Size	Blank	43¾	35⅞	22½	30⅝x15	300
2410	48 Full Size	Indexed	43¾	70⅜	22½	30⅝x15	575
2420	48 Full Size	Blank	43¾	70⅜	22½	30⅝x15	525

For particulars of the American Cut-Cost System of Cut Storage, including cataloguing and indexing, see page 1054. It is a remarkable economizer of floor space and of time in indexing and finding and keeping a record of cuts.

HAMILTON WOOD TYPE CABINETS

MADE IN BOTH STEEL AND WOOD

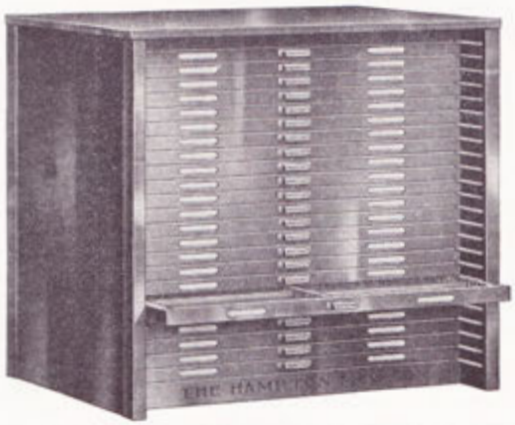


No. 12430 (IN STEEL)
No. 2430 (IN WOOD) WITH GUMWOOD BACK
No. 2435 (IN WOOD) WITH PANELED BACK

Wood type should be kept in a place where it will not get dirty, battered or scratched. These Hamilton Wood Type Cabinets provide a safe place. Two sizes are made.

The smaller size contains 24 full size wood type cases (cases of wood construction) without center bar; size of cases, 30⅝x15 in. inside; each case with pull and mortised label holder. Floor space, 35x21½ in. Height, 43 in. Approximate shipping weight: Steel, 400 lbs.; Wood, 325 lbs.

The larger size contains 23 large size wood type cases (cases of wood construction) with slotted center bar; size of each compartment, 20¾x21⅜ in. inside; each case with pull and two mortised label holders. Floor space, 47x27¾ in. Height, 43 in. Approximate shipping weight: Steel, 600 lbs.; Wood, 470 lbs.



No. 12440 (IN STEEL); No. 2440 (IN WOOD) WITH GUMWOOD BACK

TYPE CABINET WORKING TOPS

MADE IN BOTH STEEL AND WOOD

Working Tops, as shown in illustrations of Type Cabinets Nos. 12005, 12010, 12020 and 12030, are supplied separately in single-tier or double-tier size, as desired; also of the same design in wood construction. Top as shown on No. 12040 Cabinet supplied in double-tier size only. When tops only are specified, the swinging trays, copy drawers and wiring are omitted, unless specifically ordered. Flat tops should be taken off when working top is added. Following is a list of available tops:



No. 2105 (IN WOOD); No. 12105 (IN STEEL)

No. of Standard Top	For Design See Illustration of Cabinet No.	Catalogue Page No.	Approx. Shipping Weight Top only	No. of Standard Top	For Design See Illustration of Cabinet No.	Catalogue Page No.	Approx. Shipping Weight Top only
12105	12005	1068	235 lbs.	2115	2020	1069	160 lbs.
2105	2005	1068	190 lbs.	12120	12025	1069	125 lbs.
12100	12000	1068	160 lbs.	2120	2025	1069	80 lbs.
2100	2000	1068	105 lbs.	12130	12030	1070	260 lbs.
12140	12010	1069	395 lbs.	2130	2030	1070	180 lbs.
2140	2010	1069	300 lbs.	12125	12035	1070	130 lbs.
12135	12015	1069	260 lbs.	2125	2035	1070	90 lbs.
2135	2015	1069	190 lbs.	12124	12040	1071	225 lbs.
12115	12020	1069	225 lbs.	2124	2040	1071	150 lbs.

For Cut-Cost Working Tops, Nos. 9011 and 542B, see page 1072

HAMILTON CITY CASE STANDS

MADE IN WOOD ONLY

These are the most satisfactory case stands made. In less actual floor space they hold more cases than ordinary case stands. Under the lower case (which is easily shoved to the rear) is a shelf on which galleys may be placed for dumping or materials kept handy for work in hand.



No. 2566 CITY STAND, SINGLE TIER

No. 2566 City Case Stand carries 15 full size lip-front cases in rack and 2 cases on top. Height: in front, 43½ in.; in rear, 62 in. Floor space, 36½x26½ in. Approximate shipping weight, 55 lbs.

No. 2570 City Case Stand carries 30 full size lip-front cases in racks and 4 cases on top. Height: in front, 43½ in.; in rear, 62 in. Floor space, 70¼x26½ in. Approximate shipping weight (without cases), 100 lbs.

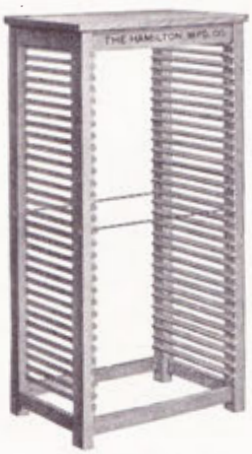


No. 2570 CITY CASE STAND, DOUBLE TIER

These are made of hardwood, without any finish. They are battened and shipped in knockdown condition, and are put together with bolts. Galley boards are included. Cases are not included.

HAMILTON WOODEN CASE RACKS

Case Racks are made in three heights, for full size lip-front type cases only. They are made of hardwood, without any finish, and are secured with battens and shipped in knockdown condition, with bed bolts for assembling and with flat tops which are screwed to top of racks. The 30-case rack is braced in center with two steel rods.



No. 2535 CASE RACK FOR 30 FULL SIZE CASES

No. 2535 Case Rack for 30 full size cases, as illustrated. Floor space, 36x20½ in. Height, 79¼ in. Approximate shipping weight, 80 lbs.

No. 2525 Case Rack for 20 full size cases, as illustrated. Floor space, 36x20½ in. Height, 57½ in. Approximate shipping weight, 60 lbs.

No. 2515 Case Rack for 12 full size cases. Floor space, 36x20½ in. Height, 43¾ in. Approximate shipping weight, 50 lbs.

Case Racks listed above are usually carried in stock for prompt delivery. They can also be supplied to order only with closed sides and backs without any finish; crated with battens only in knockdown condition.



No. 2525 CASE RACK FOR 20 FULL SIZE CASES

HAMILTON IRON CASE RACKS

Similar in style to racks of wood construction, shown above, but made of wrought iron pipe with steel runs.

No. 12515 Single-Tier Iron Case Rack for 16 full size cases. Floor space, 35x21 in. Height, 43 in. Approximate shipping weight, 125 lbs.

No. 12517 Double-Tier Iron Case Rack for 32 full size cases. Floor space, 69x21 in. Height, 43 in. Approximate shipping weight, 225 lbs.

HAMILTON WOODEN CASE STANDS

These stands are made of hardwood, and have no finish. They are battened and shipped knock-down, with bolts for assembling.

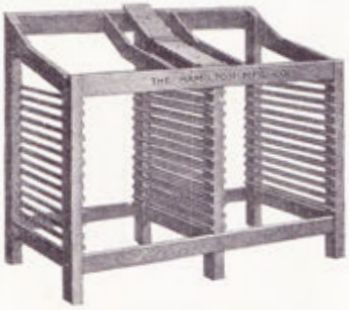
In addition to capacity of stands specified in table below, each single stand will accommodate one pair of cases on top, and each double stand will accommodate two pairs of cases on top.



No. 2543 CASE STAND



No. 2550 CASE STAND



No. 2560 CASE STAND

PARTICULARS OF WOODEN CASE STANDS

No.	Case Capacity	Style of Ends	Height, In.		Floor Space		Approx. Shipping Weight, lbs.
			At Front	At Rear	Width, In.	Depth, In.	
2541	12 Two-thirds Size	Open	45	56½	25⅝	26	45
*2542	12 Two-thirds Size	*Closed	45	56½	25⅝	26	65
2543	12 Full Size	Open	45	56½	36	26	45
*2545	12 Full Size	*Closed	45	56½	36	26	65
2550	12 Full Size and 12 Two-thirds Size	Open	45	56½	60	26	70
*2555	12 Full Size and 12 Two-thirds Size	*Closed	45	56½	60	26	90
2560	24 Full Size, with galley rest	Open	45	56½	70¼	26	80
*2565	24 Full Size, with galley rest	*Closed	45	56½	70¼	26	100

*Closed-End Case Stands are not usually kept in stock, therefore orders for them are subject to delay

W. I. PIPE CASE STANDS

MADE IN SINGLE AND DOUBLE TIER

No. 12560 Double-Tier Case Stand is shown in illustration. Frame is of pipe construction, open ends and back. Top will accommodate two pairs of news cases and has galley rest in center. Body of stand will accommodate 16 full size lip-front cases in each tier (total of 32 cases in two tiers). Floor space, 69x21 in. Height at front, 43 in.; height over all, 58 in. Approximate shipping weight, 300 lbs.

No. 12543 Single-Tier Case Stand, same design as No. 12560, but has only one-half the capacity, and has no galley rest. Floor space, 35x21 in. Approximate shipping weight, 185 lbs.

Cases are not included. These stands not carried in stock.



NO. 12560 CASE STAND (DOUBLE TIER)
NO. 12543 CASE STAND (SINGLE TIER)

DECREASING SALES OF CASE STANDS AND RACKS

Although open-end Case Stands and Racks are kept in stock at our Selling Houses the sales of them are decreasing. Because of their cheapness, Case Stands and Racks may help the beginner of limited means to gain a business foothold, but wherever floor space brings a high price, no printer can afford to continue the use of them.

HAMILTON TYPE CASES

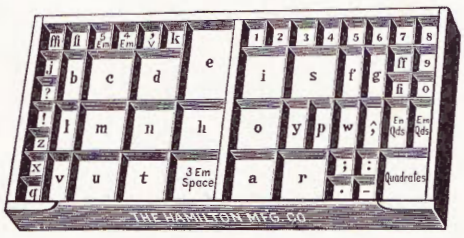
Type cases are made in three sizes. Full size is 32$\frac{3}{16}$x16$\frac{5}{8}$ in. over all. Two-thirds size is 21$\frac{3}{4}$x16$\frac{5}{8}$ in. over all. Quarter size is 15$\frac{1}{8}$x7$\frac{3}{8}$ in. over all, and four of them fit in a No. 2701 full size Blank Case, which is made specially with flush bottom to carry them without their contents rubbing on the case above them in type cabinets. Type cases are 1$\frac{1}{16}$ in. deep inside.

All cases, except No. 2711 Indexed Electrotype Case (which has a cabinet front), have lip fronts, as illustrated. Cabinet fronts for the most used kinds of cases will be supplied on special order, but are not usually kept in stock. Cabinet front cases are sold with varnished fronts and mortised label holders and pulls, unless otherwise ordered.

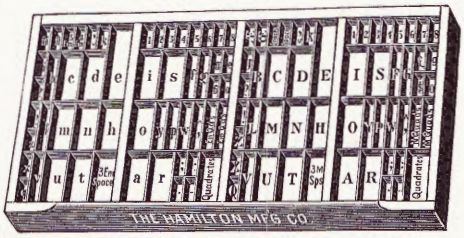
All cases are sold singly, as required. Bulk stocks of cases are carried in crates containing ten cases of one kind.



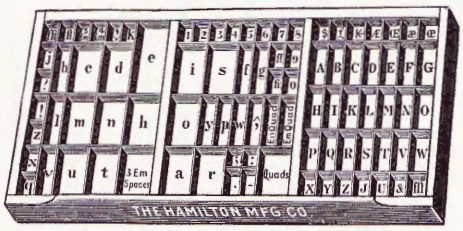
No. 2720 FULL SIZE CAP CASE



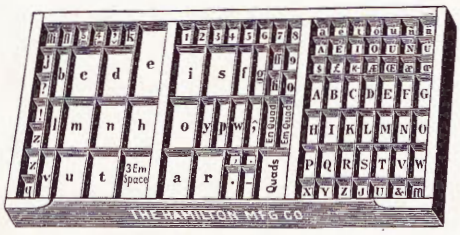
No. 2725 FULL SIZE LOWER CASE



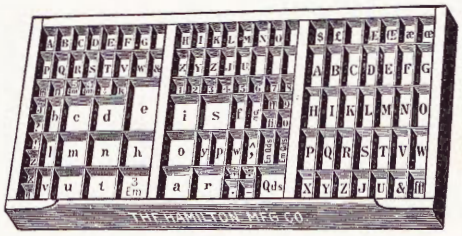
No. 2730 FULL SIZE DOUBLE LOWER CASE



No. 2735 FULL SIZE CALIFORNIA JOB CASE



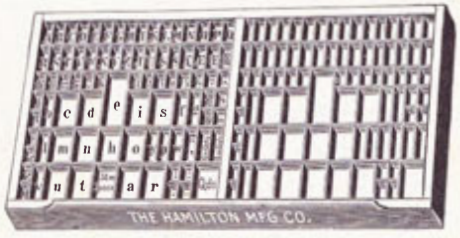
No. 2740 FULL SIZE ITALIC CASE



No. 2745 FULL SIZE NEW YORK IMPROVED JOB CASE



No. 2750 FULL SIZE YANKEE JOB CASE



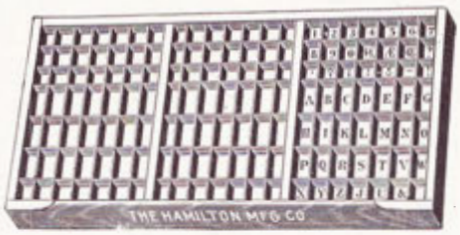
No. 2755 FULL SIZE DOUBLE YANKEE JOB CASE

HAMILTON TYPE CASES

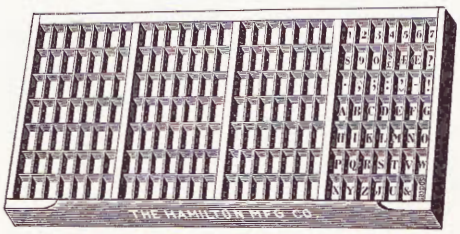
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No. 2765 FULL SIZE WELLS JOB CASE



No. 2770 FULL SIZE TRIPLE CASE



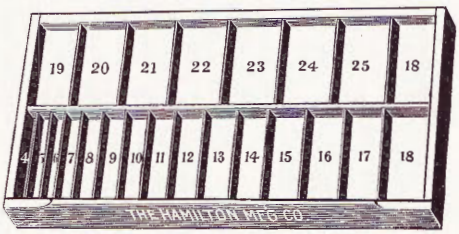
No. 2775 FULL SIZE QUADRUPLE CASE



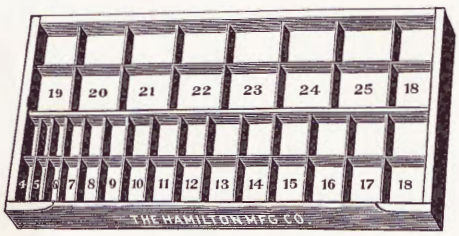
No. 2785 FULL SIZE FIGURE CASE



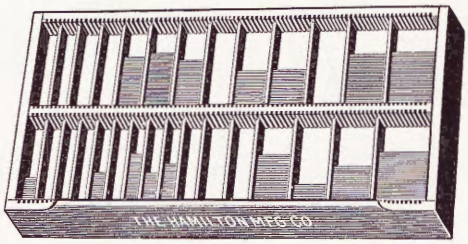
No. 2795 FULL SIZE IMPROVED SPACE AND QUAD CASE



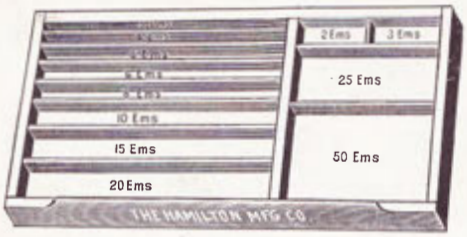
No. 2800 FULL SIZE LEAD OR SLUG CASE



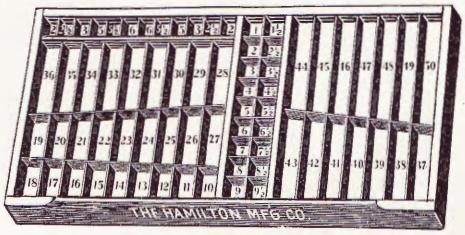
No. 2805 FULL SIZE MORGAN LEAD AND SLUG CASE



No. 2815 FULL SIZE ADJUSTABLE LEAD AND SLUG CASE
Single Depth



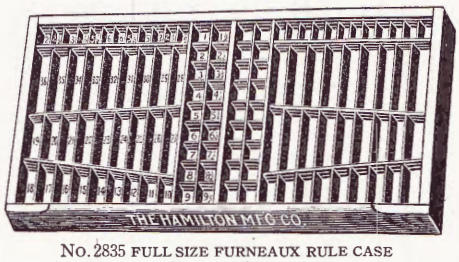
No. 2820 FULL SIZE METAL FURNITURE CASE



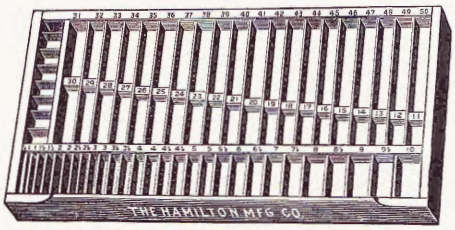
No. 2830 FULL SIZE ORDINARY RULE CASE

HAMILTON TYPE CASES

Continued



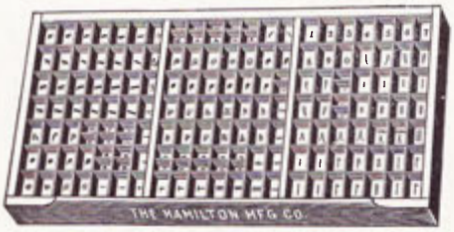
No. 2835 FULL SIZE FURNEAUX RULE CASE
For two fonts



No. 2845 FULL SIZE HARMS RULE CASE
Best arrangement



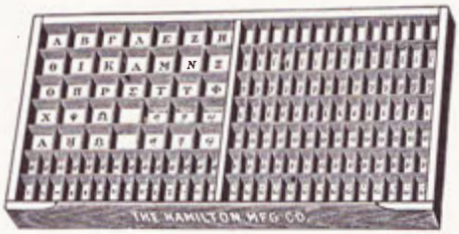
No. 2847 FULL SIZE MUSIC CASE, UPPER



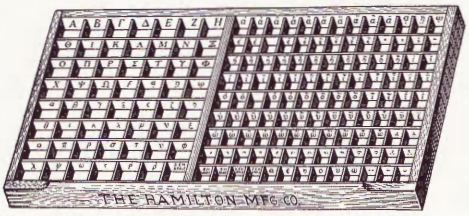
No. 2848 FULL SIZE MUSIC CASE, SIDE



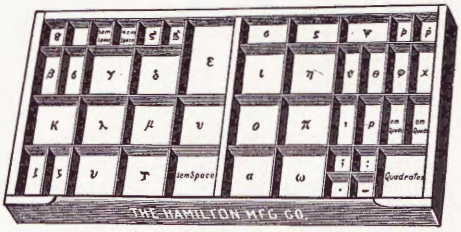
No. 2849 FULL SIZE MUSIC CASE, LOWER



No. 2769 FULL SIZE PORSON GREEK CASE



No. 2767 FULL SIZE GREEK CAP CASE



No. 2768 FULL SIZE GREEK LOWER CASE



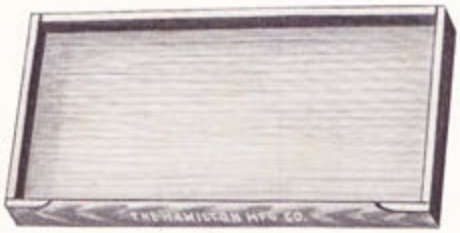
FULL SIZE HEBREW CAP CASE; SAME AS No. 2720



FULL SIZE HEBREW LOWER CASE; SAME AS No. 2725

HAMILTON TYPE CASES

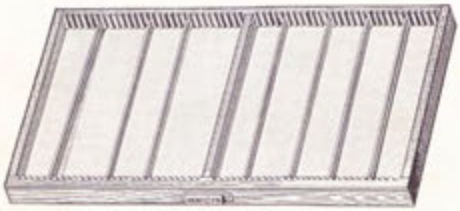
Continued



No. 2701 FULL SIZE BLANK CASE
Made specially to hold quarter cases



No. 2706 FULL SIZE BLANK CASE WITH CENTER BAR



No. 2711 FULL SIZE INDEXED CUT CASE
Made cabinet front only

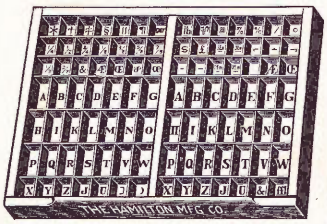


No. 2715 FULL SIZE WOOD TYPE CASE
Adjustable bars

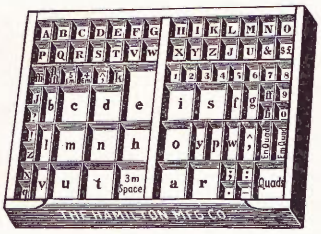
TWO-THIRDS SIZE CASES

Two-thirds cases are recommended for use in binderies and small rubber stamp works, and for card printers in confined quarters—but not for use in growing printing offices.

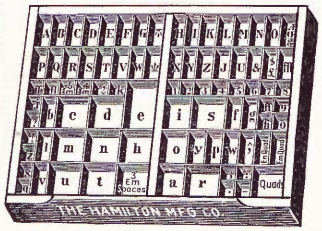
Beginners in printing, with small means, will find the purchase of full size cases more economical in practice, while the smaller cases will handicap them eventually. The diminishing sales of two-thirds type cases proves that printers are learning by experience that full size cases are more practicable.



No. 2850 TWO-THIRDS CAP CASE



No. 2855 TWO-THIRDS YANKEE JOB CASE



No. 2865 TWO-THIRDS CALIFORNIA JOB CASE

MISCELLANEOUS CASES



No. 3185 INDIVIDUAL LEADER BOX
Size, 8x5x1¾ in.
Holds 5 lbs. of leaders
Best way to carry leaders



No. 3195 THIN SPACE CASE
Size, 6¾x6 in.
For copper or brass spaces



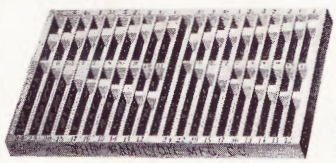
No. 3197 MIDGET LEAD CASE
Size, 5x7 7/16 in.
Useful for 1 pt. leads or rules

HAMILTON QUARTER SIZE BRASS RULE CASES

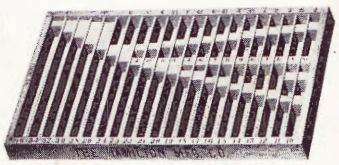
Quarter size cases are among the most convenient accessories of a composing room. They lend themselves admirably to individual use when a compositor is doing tabular work, as a case may be put on his working bank without inconvenience. They are step-savers and space-savers.

Size is 7⅜x15⅛ in.; four fit in a No. 2701 Blank Case. Many drawers are provided for quarter size cases in our Cut-Cost System of Printing Plant Equipment.

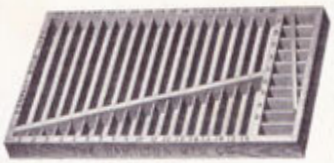
For prices of fonts of brass rules to fill these cases see pages 864 and 865.



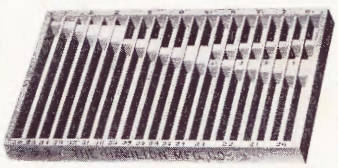
No. 3005 QUARTER SIZE RULE CASE



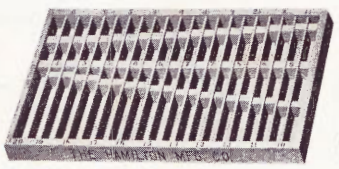
No. 3010 QUARTER SIZE RULE CASE



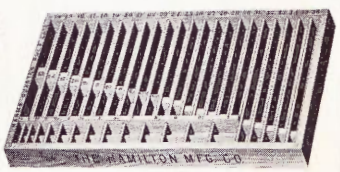
No. 3045 QUARTER SIZE RULE CASE



No. 3020 QUARTER SIZE RULE CASE



No. 3015 QUARTER SIZE RULE CASE

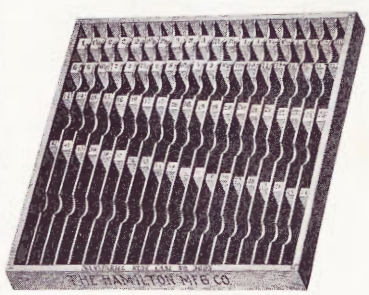


No. 3060 QUARTER SIZE RULE CASE

PARTICULARS OF QUARTER SIZE BRASS RULE CASES

No.	Contents Capacity Lbs.	Contents of Cases (all figures inclusive), and how graduated	Approx. Shipping Weight
3005	16	For two 8 lb. fonts: (if of 2 pt. rule) each font containing 18 pieces each 1-9 picas (by ens) and 10-18 picas (by ems), with compartments for 20, 22 and 24 picas....	19 ozs.
3010	16	36 pieces (2 pt. rule) each 1-9 picas (by ens) and 18 pieces each 10-24 (by ems), with compartments for 26, 28, 30, 32, 34 and 36 picas	19 ozs.
3015 } 3020 }	32	Two quarter cases to be used together, holding of 2 pt. rule 72 pieces each 1-5½ picas; 144 pieces 6 picas; 72 pieces 6½-9 picas (by ens); 36 pieces 10-19 picas; 54 pieces 20 picas; and 36 pieces 21-23 picas; and 18 pieces 24-36 picas (by ems)	3 lbs.
3045	16	20 pieces (2 pt. rule) each 1-9½ picas (by ens) and 10-36 picas (by ems), with five compartments for short miters.....	17 ozs.
3060	16	40 pieces (2 pt. rule) 1-7 picas; 17 pieces 7½-9½ picas (by ens); and 18 pieces 10-36 picas (by ems).....	17 ozs.

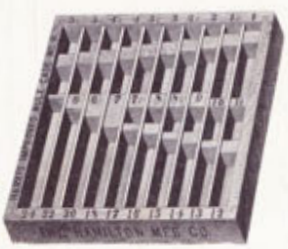
HALF SIZE RULE CASE



No. 3095 SANSPAREIL RULE CASE

Two of these fit into No. 2701 Blank Case. It holds (of 2 pt. rule) 80 pieces each 1, 1½, 2½-5½ picas and 20 pieces 6½, 7½, 8½, 9½ picas (by ens); 120 pieces 2 and 3 picas; 80 pieces 4 and 5 picas; 40 pieces 6, 7, 8, 9-23, 30 picas; and 20 pieces 24-29, 31-42 picas (by ems). Contents capacity is 33 lbs. Size, 14¾x15⅛ in.; weight, 2½ lbs.

EIGHTH SIZE RULE CASE



No. 3097 EIGHTH SIZE CASE

For special fonts of rule or 1 pt. leads for individual use by compositors. Eight of them fit into a No. 2701 Blank Case. It holds 20 pieces each (of 2 pt. rule) 1-9 picas (by ens) and 10-18 picas (by ems) and 20, 22, 24 picas. Size, 7⅜x7½ in.; weight, 10 oz.

Drawers to hold several of these useful cases are provided in Cut-Cost Cabinets.

HAMILTON QUARTER SIZE CASES



No. 3025 QUARTER CASE



No. 3030 QUARTER CASE



No. 3035 QUARTER CASE



No. 3040 QUARTER CASE



No. 3080 QUARTER BORDER CASE



No. 3055 QUARTER CASE FOR BRASS LEADERS



No. 3065 QUARTER SPACE AND QUAD CASE

No. 3025 is for special figures and spaces and quads.

No. 3030 is for accented letters, split fractions, ornaments, etc.

No. 3035 is for special figures and fractions, ornaments, etc.

No. 3040 is for holding signs, accents, split fractions, special figures, etc.

No. 3055 holds 10 lbs. of brass leaders. Compartments for all lengths from 1 to 22 pica ems. Variations by half picas from 1 to 9½, by picas from 10 to 22 picas.

No. 3065 will hold a 10 lb. font of spaces and quads of any body.

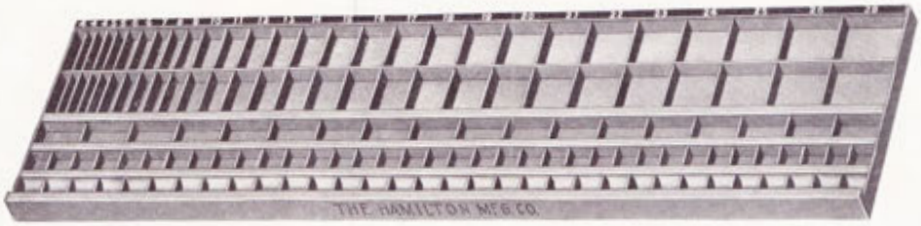
No. 3080 is for borders, with partitions adjustable in both directions. A most useful case.

UTILITY OF QUARTER AND EIGHTH SIZE CASES

An efficient composing room is one that has "a place for everything and everything in its [proper] place." This standard under present conditions cannot be easily attained without using the admirable little economizers shown on this and the opposite page.

HAMILTON SPACING MATERIALS CASES

MADE IN BOTH STEEL AND WOOD



No. 13225 (IN STEEL); SIZE OUTSIDE, 70x17 IN. No. 3225 (IN WOOD); SIZE OUTSIDE, 72x18 IN.

For use on lower working banks on type-setting and make-up cabinets and tops. The 32 compartments of the front row are of equal size. These compartments are for thin brass and copper spaces. The next two rows of compartments are for spaces and quads, arranged in series of three compartments, or in series of six compartments by doubling up. At the rear are duplicate compartments for leads and slugs, for lengths from 4 to 26 picas varying by picas; also duplicate compartments for 28 pica lengths. Depth of these compartments provides for the storage of leads and slugs two tiers deep. Metal number strip designating lengths.

HAMILTON SPACING MATERIALS CASES—*Continued*



No. 13215 (IN STEEL); SIZE OVER ALL, 70x10 IN. No. 3215 (IN WOOD); SIZE OVER ALL, 72x10 IN.

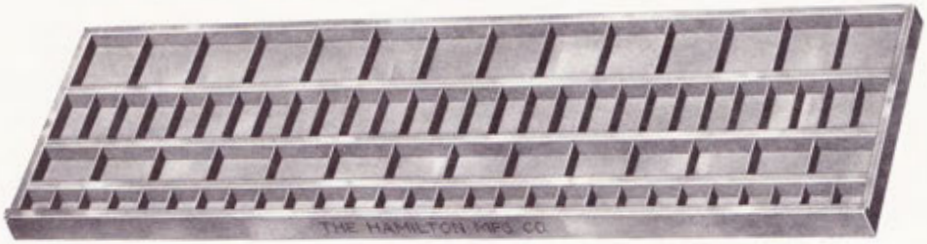
Contains duplicate compartments for leads and slugs from 4 to 26 picas varying by picas; also duplicate compartments for 28 pica lengths. The material may be stacked two tiers deep. At the front on the left is a row of 22 compartments of equal size, with rounded bottoms, for thin brass and copper spaces or other spacing materials. At the right is a series of 18 compartments for short lengths of leads from 1 to 9½ picas varying by half picas. The lengths from 1 to 4½ picas are thrown loosely into the compartments; the other lengths from 5 to 9½ picas are stacked in compartments in the usual manner.



No. 13220 (IN STEEL); SIZE OVER ALL, 70x10 IN. No. 3220 (IN WOOD); SIZE OVER ALL, 72x10 IN.

The front row of 32 round-bottom compartments is for thin brass and copper spaces or other spacing materials. The second row, consisting of 18 compartments, is for short length leads from 1 to 9½ picas varying by half picas. The two back rows of compartments are for spaces and quads, accommodating six sizes, with six compartments for each size. Metal number strip designating lengths.

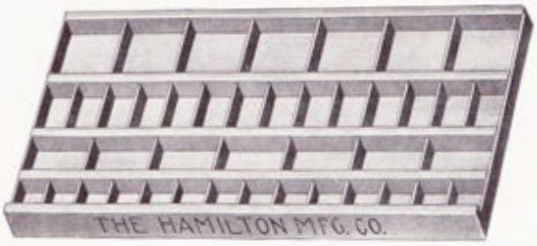
HAMILTON SPACE AND QUAD CASES



No. 13260 (IN STEEL); SIZE OVER ALL, 70x17 IN.; 2 IN. DEEP No. 3260 (IN WOOD); SIZE OVER ALL, 72x18 IN.; 2 IN. DEEP

No. 3260 (Wood) or 13260 (Steel) will hold 14 sizes of spaces and quads. They are the length of double-tier type cabinets or case stands and are designed to be placed on tops of same.

No. 3270 (Wood) or 13270 (Steel) will hold 7 sizes of spaces and quads. Same length as of single-tier type cabinets or case stands and designed to be placed on tops of same.



No. 13270 (IN STEEL); SIZE OVER ALL, 35x17 IN.; 2 IN. DEEP
No. 3270 (IN WOOD); SIZE OVER ALL, 36x18 IN.; 2 IN. DEEP

Scarcity of spaces and quads does more to slow up hand composition than any other thing. It is far from being enough to provide spaces and quads to fill the type cases.

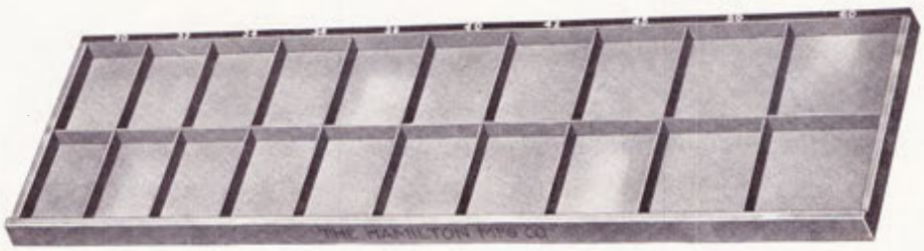
HAMILTON LEAD AND SLUG CASES



No. 13230 (IN STEEL); SIZE OVER ALL, 70x17 IN.
No. 3230 (IN WOOD); SIZE OVER ALL, 72x18 IN.

No. 13210 (IN STEEL); SIZE OVER ALL, 70x10 IN.
No. 3210 (IN WOOD); SIZE OVER ALL, 72x10 IN.

Made in two sizes, each in steel and in wood, as above. Each size has duplicate compartments for leads and slugs in lengths 4 to 26 picas varying by picas; also duplicate compartments for 28 pica lengths. Leads and slugs may be stacked in two tiers.



No. 13235 (IN STEEL); SIZE OVER ALL, 70x17 IN.
No. 3235 (IN WOOD); SIZE OVER ALL, 72x18 IN.

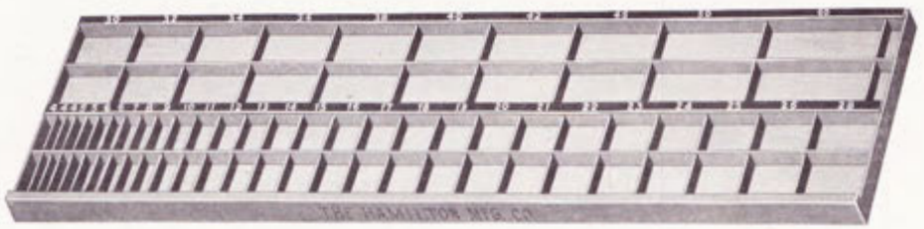
No. 13238 (IN STEEL); SIZE OVER ALL, 70x10 IN.
No. 3238 (IN WOOD); SIZE OVER ALL, 72x10 IN.

Companion cases to Nos. 13230, 3230, 13238 and 3238; made in two sizes, each in steel and in wood, as above, for lengths from 30 to 60 picas. Leads and slugs may be stacked two tiers deep.



No. 13205 (IN STEEL); SIZE OVER ALL, 35½x12 IN.
No. 3205 (IN WOOD); SIZE OVER ALL, 35½x12 IN.

Nos. 13205 (Steel) and 3205 (Wood) contain duplicate compartments for leads and slugs from 4 to 25 picas varying by picas; additional duplicate compartments for 26½ and 44 pica lengths. The material may be stacked two tiers deep. Metal number strips designating lengths. Designed to be placed on a single-tier top of type cabinet.

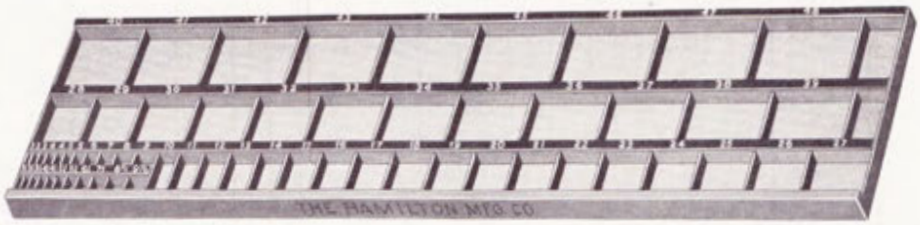


No. 13240 (IN STEEL); SIZE OVER ALL, 70x17 IN.
No. 3240 (IN WOOD); SIZE OVER ALL, 72x18 IN.

No. 13243 (IN STEEL); SIZE OVER ALL, 70x10 IN.
No. 3243 (IN WOOD); SIZE OVER ALL, 72x10 IN.

Made in two sizes, each in wood and in steel, as above. Each size has duplicate compartments for leads and slugs in lengths from 4 to 26 picas varying by picas; also duplicate compartments for 28 pica lengths; also duplicate compartments for lengths, 30, 32, 34, 36, 38, 40, 42, 45, 50 and 60 picas. Leads and slugs may be stacked two tiers deep.

HAMILTON LEAD AND SLUG CASES—*Continued*



No. 13245 (IN STEEL); SIZE OVER ALL, 70X17 IN. No. 3245 (IN WOOD); SIZE OVER ALL, 72X18 IN.

This case will accommodate leads or slugs from 3 to 9½ picas with variations by half picas; and from 10 to 48 picas with variations by picas. The material may be stacked two tiers deep.

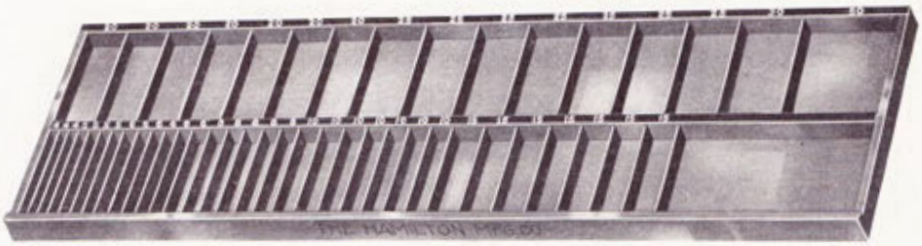
Case shown at right is made in two depths from front to back, 10 in. and 12 in., and contains duplicate compartments for leads and slugs from 4 to 25 picas varying by picas; additional duplicate compartments for 26½ and 56 pica lengths. The material may be stacked two tiers deep.

These cases are for placing on the auxiliary banks of type cabinets of designs which do not permit the addition of a full length lead and slug case.



No. 13200 (IN STEEL); SIZE OVER ALL, 36¾X10 IN.
No. 3200 (IN WOOD); SIZE OVER ALL, 38¼X10 IN.
No. 13203 (IN STEEL); SIZE OVER ALL, 37½X12 IN.
No. 3203 (IN WOOD); SIZE OVER ALL, 38¼X12 IN.

HAMILTON METAL FURNITURE CASE



No. 13255 (IN STEEL); SIZE OVER ALL, 70X17 IN. No. 3255 (IN WOOD); SIZE OVER ALL, 72X18 IN.

Made in both wood and steel. It contains 49 compartments, triple depth, for metal furniture in lengths of 4, 5, 6, 8, 10, 15, 20, 25, 30, 40 and 50 picas.

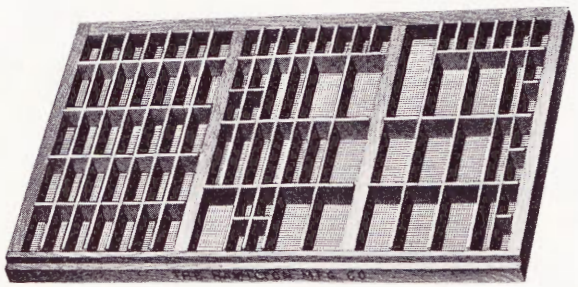
HAMILTON WORKING BANK



No. 13250 (IN STEEL); SIZE OVER ALL, 70X17 IN. No. 3250 (IN WOOD); SIZE OVER ALL, 72X18 IN.

This case contains duplicate compartments for leads and slugs in lengths from 4 to 26 picas varying by picas; also duplicate compartments for 28 pica lengths. Leads and slugs may be stacked two tiers deep. The working bank section is ⅝ in. deep, and 10⅞ in. from front to back.

HAMILTON TRANSFER AND SIFTER CASE



No. 2950 FULL SIZE CALIFORNIA JOB PATTERN

Made to order to fit any style and size of type case. Makes cost of transferring types from old to new cases negligible. Has stout wire screen bottom. Slats are made to fit against slats in case, so that types may be instantly and safely transferred from one type case to another of same kind, or for the purpose of sifting dust from the types and returning dustless types to the case from whence transferred. A vigorous shake and the dust falls out.

LABEL HOLDERS, NUMBER PLATES, ETC.

All cabinet front wooden type cases have mortised label holders, as shown in cut at right, and all steel front type cases have label holders.

The cut shown at right illustrates an inexpensive method of numbering type cases consecutively. A better method than the consecutive is to number type cases in cabinets, A-1 to A-48, B-1 to B-48, and so on, affixing a symbol letter (No. 6103, below) to each cabinet. We recommend the symbol letter system.



Shows best and most economical method of numbering type cases consecutively

No. 9001-K holds labels 1x4¼ in.; length over all is 5 in. Sold in boxes each containing 100 label holders and blank cards, with tacks. Only one size made.



No. 9001-K AMERICAN BRASS LABEL HOLDER

Celluloid Covers (No. 6110) for all sizes of label holders are sold separately in packages of 50.

No. 9001-K takes the printed labels furnished (on request) for type series made by American Type Founders Company.



No. 6103 SYMBOL LETTERS

Cut is actual size; sold singly by the letter, A to Z.

Made of brass; letter has red background.



BRASS LABEL HOLDER

No. 6079; SIZE 1x3 IN.	No. 6088; SIZE 1x4½ IN.
No. 6082; SIZE 1x3½ IN.	No. 6091; SIZE 1x5 IN.
No. 6085; SIZE 1x4 IN.	No. 6094; SIZE 1x5½ IN.

Sold in packages of 100, with cards and tacks.

These steel number plates are made to order only. The figure is white on black background. The cut is actual size. These number plates are most durable.

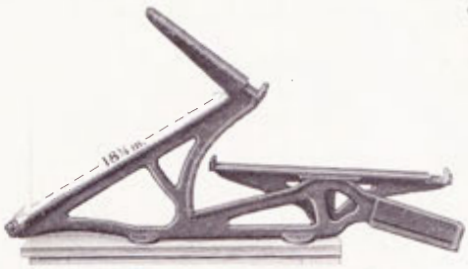


No. 6100 STEEL NUMBER PLATES

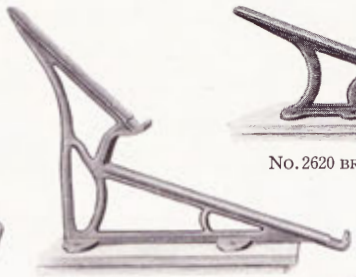
HAMILTON CASE AND GALLEY BRACKETS

CAST IN MALLEABLE IRON

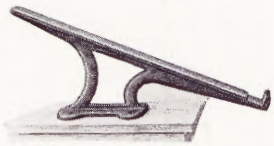
The illustrations explain themselves, for the most part. The use of a pair of case brackets will save the cost of a case stand in an emergency. No. 2635 affords an admirable support for sloping shelving. No. 2590 will hold a bank or spacing materials or lead case in rear of a pair of cases.



No. 2590 THREE-CASE TILTING BRACKET



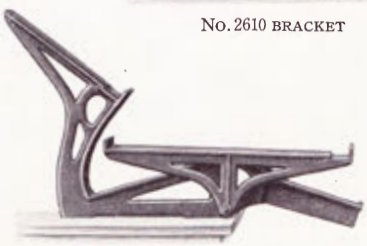
No. 2610 BRACKET



No. 2620 BRACKET



No. 2600 BRACKET



No. 2605 TILTING BRACKET



No. 2635 BRACKET



No. 2675 ROLLER BRACKET



No. 2625 BRACKET



DETACHABLE GALLEY BRACKET
No. 2645 WITH 8 IN. ARM
No. 2650 WITH 10 IN. ARM
No. 2655 WITH 12 IN. ARM

No. 2615 BRACKET

HAMILTON WORK BENCH AND STORAGE CABINET

MADE IN STEEL ONLY



NO. 13646 WORK BENCH AND STORAGE CABINET

Illustration shows No. 13646 Work Bench and Storage Cabinet, which is of standard steel construction throughout, except top which is of selected rock maple, 1 1/16 in. thick.

Shelves are adjustable on three-inch centers, and two are supplied with each cabinet. (Illustration shows shelves spaced to provide three compartments, each 8½x24½x14¾ in.) Compartments accommodate full length (24 in.) strip material, and there is in addition ample storage space for tools, brushes, etc. Door has knob and lock with key.

The top is a convenient place for the lead and rule cutter and the mitering machine.

Top has natural wood finish; body, olive green baked enamel. Height, 36¼ in. Floor space, 30¾x18 in. Approximate shipping weight, 120 lbs.



No. 13420 (IN STEEL)
No. 3420 (IN WOOD)

HAMILTON QUARTER CASE CABINET

MADE IN BOTH STEEL AND WOOD

No. 13420 Steel Cabinet, illustrated, contains runs for the accommodation of 20 quarter cases, all enclosed by a hinged door with catch. All standard quarter cases will fit this cabinet. Cases are extra.

Floor space, 10¾x18¼ in. Height, 38¼ in. Approximate shipping weight: Steel, 125 lbs.; Wood, 90 lbs.

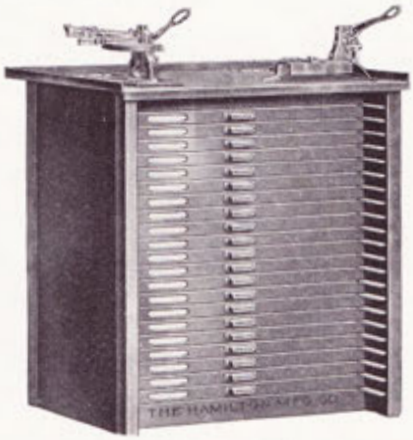
Quarter cases are better than any other kind of receptacle for carrying brass rules, signs, special figures, borders, and other auxiliaries. These items in quarter cases are brought within arm's reach of the compositor who needs them. The cases need to be kept in a cabinet where they may be found readily when required.

HAMILTON LEAD AND RULE CUTTER CABINET

MADE IN BOTH STEEL AND WOOD

A cabinet in which miscellaneous auxiliary materials can be stored, and where the mitering machine, lead and rule cutter, and other tools can be conveniently located, ready for instant use. The working top, to which mitering and cutting machines can be secured, has two openings leading to slug bins attached to back of cabinet, and is surrounded by a ⅝ in. rim on three sides. This prevents the filings and clippings and other litter from falling to the floor.

Illustrations show No. 13651 Steel Cabinet, which has ten No. 2815 adjustable lead and slug cases; four blank cases to hold quarter cases; seven special cases for strip leads and rules, each divided into two compartments; one compartment 24¼ in. long, for full length material. The sides of one compartment are slotted for adjustable divisions. The other compartment is 5⅜ in. wide for the storage of miscellaneous materials.



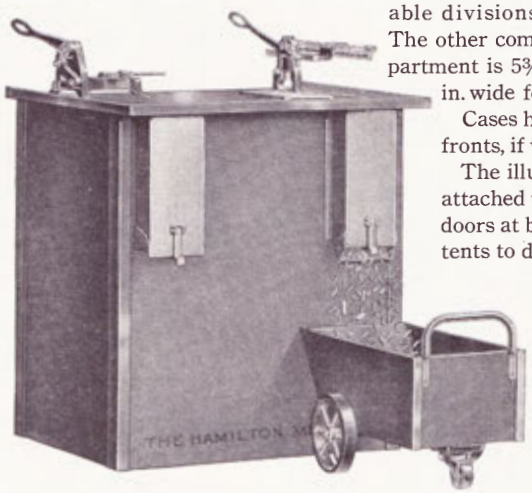
No. 13651 (IN STEEL); No. 3651 (IN WOOD)
For rear view, see cut below

Cases have pulls and mortised label holders. Steel fronts, if wanted, are extra.

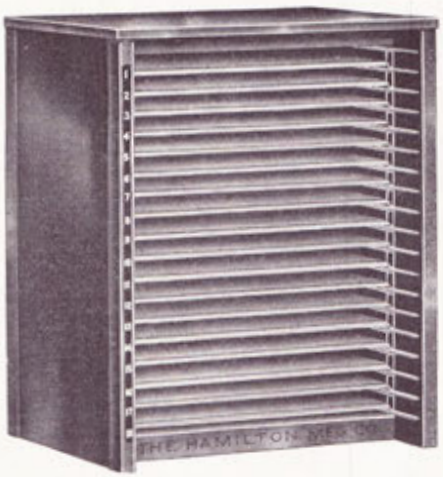
The illustration at left shows two metal slug bins attached to the back of the cabinet. These bins have doors at bottom, which, when opened, allow the contents to drop into the truck below.

The rule cutter and mitering machine and waste metal truck (No. 13485), although shown in the illustration, are not included with the cabinet, and need to be ordered separately, if required.

Finish: Steel, olive green baked enamel, except the top which is black; Wood, antique. Floor space (without metal truck), 35x25¾ in. Height to working surface, 38⅜ in. Approximate shipping weight: Steel, 500 lbs.; Wood, 325 lbs.



No. 13651 (IN STEEL); No. 3651 (IN WOOD)
REAR VIEW, SHOWING METHOD OF EMPTYING CONTENTS OF METAL CHUTES INTO TRUCK



No. 12460 (IN STEEL); No. 2460 (IN WOOD)
Also made with smaller letterboards, as described at right

HAMILTON LETTERBOARD CABINETS

MADE IN BOTH STEEL AND WOOD

There are two sizes. The illustration shows No. 12460 Steel Letterboard Cabinet, with 18 full size steel letterboards, each 30⅝x16½ in. inside. In wood construction, No. 2460, this cabinet has 17 full size wood letterboards, each 30⅜x15⅛ in. inside.

No. 12450 Steel Letterboard Cabinet has 18 two-thirds steel letterboards, each 20¼x16½ in. inside. In wood construction, No. 2450, this cabinet has 17 two-thirds wood letterboards, each 20x15⅛ in. inside.

Floor space: full size cabinet, 35x21½ in.; two-thirds size cabinet, 24½x21½ in. Height, 43 in. Approximate shipping weight: No. 12460 cabinet, 575 lbs.; No. 2460 cabinet, 425 lbs.; No. 12450 cabinet, 450 lbs.; No. 2450 cabinet, 350 lbs.

JOB LETTERBOARDS IN WOOD AND STEEL



No. 12490 (IN STEEL)



No. 2490 (IN WOOD)

In wood construction, selected hardwood is used, carefully jointed, and edges oiled. Back and sides are enclosed, and there is a rabbet in front.

In steel construction, heavy metal is used, giving perfect rigidity; finished in black. Back and sides are enclosed, and there is a rabbet in front.

The height inside of each letterboard, steel and wood, is 1 in.

No.	Steel or Wood	Outside Dimensions	Inside Dimensions	Approximate Shipping Weights	Height Over All
2480	Wood	21¾ x16⅝ in.	20 x15⅛ in.	9 lbs.	1⅞ in.
12480	Steel	21¾ x16⅝ in.	20¼x16½ in.	10 lbs.	1 25/32 in.
2485	Wood	21¾ x20½ in.	20 x19 in.	11 lbs.	1⅞ in.
12485	Steel	21¾ x20½ in.	20¼x20⅜ in.	12 lbs.	1 25/32 in.
2490	Wood	32 5/16x16⅝ in.	30⅜x15⅛ in.	13 lbs.	1⅞ in.
12490	Steel	32 5/16x16⅝ in.	30⅝x16½ in.	14 lbs.	1 25/32 in.
2495	Wood	32 5/16x20½ in.	30⅜x19 in.	16 lbs.	1⅞ in.
12495	Steel	32 5/16x20½ in.	30⅝x20⅜ in.	17 lbs.	1 25/32 in.

HAMILTON NEWSPAPER LETTERBOARDS

These letterboards are made in one size, 29¾x25 in. over all, both in wood and steel construction.



No. 12500 (IN STEEL); No. 2500 (IN WOOD)

No. 12500 Steel Newspaper Letterboard is 28x24 in. inside; height, 1 13/16 in. No. 2500 Wood Newspaper Letterboard is also 28x24 in. inside; height, 1⅞ in.

Side rails have one-inch extensions in rear, which rest on edge of the make-up surface when forms are transferred from surface to boards, sustaining the weight of the form and making the transfer safe and easy.

HAMILTON SORT CABINETS

MADE IN BOTH STEEL AND WOOD



No. 13468 (IN STEEL); No. 3468 (IN WOOD)

These cabinets are made in three sizes, uniform in height and width. The illustration shows largest size. In steel construction the drawers carry the steel removable sort boxes, illustrated below.

There are two styles of wood construction. In the better style, Nos. 3463, 3465 and 3468, the sorts are carried in the steel sort boxes. In the other style, each drawer is provided with seven adjustable partitions, giving eight compartments in each drawer, but no steel sort boxes.

Steel sort boxes are not included with these cabinets; they need to be ordered separately, as required. Each drawer will hold 15 No. 13457 steel boxes or 10 No. 13458.

STEEL SORT BOXES (see illustration below): No. 13457 is 3x3x3 in., capacity 2¾ lbs.; No. 13458 is 3x4½x3 in., capacity 4¼ lbs. Boxes have label holders.

PARTICULARS OF HAMILTON SORT CABINETS, WOOD AND STEEL CONSTRUCTION

No.	Construction	Tiers of Drawers	Number of Drawers	Will Hold Steel Boxes		Maximum Capacity Lbs.	Dimensions of Cabinets			Approximate Shipping Weights with Boxes Lbs.
				*No. 13457	*No. 13458		Width In.	Depth In.	Height In.	
13463	Steel	1	10	150	100	415	13¼	21½	43	220
13465	Steel	2	20	300	200	830	25¼	21½	43	400
13468	Steel	3	30	450	300	1245	37	21½	43	525
3463	Wood	1	10	150	100	415	14	22½	42⅞	175
3465	Wood	2	20	300	200	830	27½	22½	42⅞	315
3468	Wood	3	30	450	300	1245	40½	22½	42⅞	425
3463-P	Wood	1	10	No Steel Boxes required		415	14	22½	42⅞	150
3465-P	Wood	2	20			830	27½	22½	42⅞	270
3468-P	Wood	3	30			1245	40½	22½	42⅞	350

*Number of steel boxes of one size only held in each cabinet. Cabinet No. 13463 holds 150 small boxes or 100 large boxes; or it will hold 50 large and 75 small boxes.



NO. 13457 STEEL SORT BOX



NO. 13458 STEEL SORT BOX

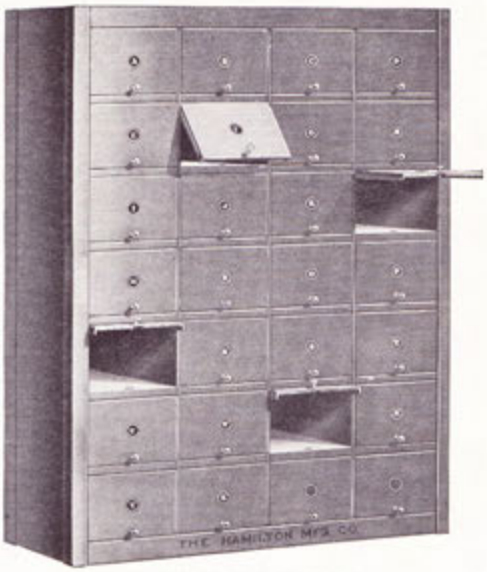
PLATE STORAGE CABINET

MADE IN STEEL ONLY

This cabinet is intended for use where cuts and electrotypes are stored in bulk, and is especially useful where it is desired to keep together all the cuts or electrotypes of a certain job. It is also useful for the storage of job tickets, proofs, dead copy, etc.

The cabinet contains 28 compartments, each measuring 9¼ x 14 x 18 in. inside. Each compartment has a disappearing door, and on each door is a symbol plate for indexing.

Floor space, 60⅝ x 19 in. Height, 74⅝ in. Approximate shipping weight, 885 lbs.



NO. 12428 PLATE STORAGE CABINET

HAMILTON SECTIONAL UNIT SORT CABINET

MADE IN STEEL ONLY

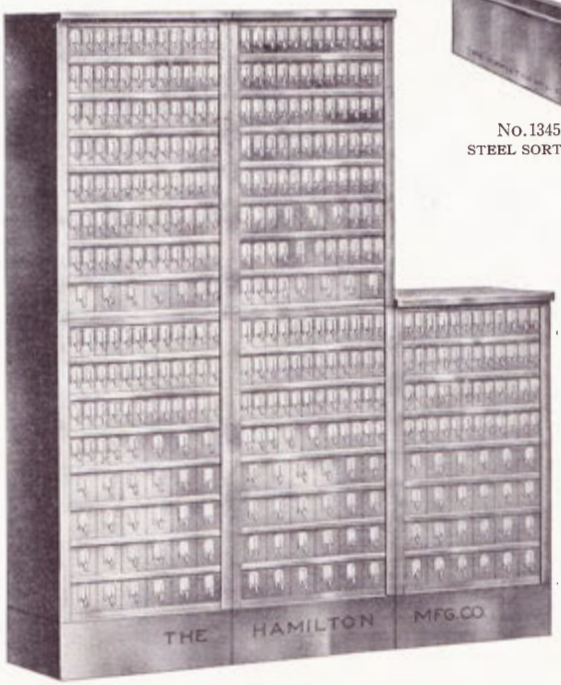
The illustration at the right shows a cap unit, cabinet unit and base unit. A single unit filled with boxes as shown by this illustration will hold 250 lbs. of sorts. Floor space, 20⅜x11¼ in. The illustration below shows three cap units, five cabinet units and three base units. Five units filled with boxes as shown by this illustration will hold 1250 lbs. of sorts. Floor space, 61x11¼ in. (less than five square feet). Another cabinet unit adding 250 lbs. to capacity could be added to group of units shown without increasing floor space, making the capacity 1500 lbs., while the highest box is only 65½ in. from the floor.

The illustrations of sort boxes show the three styles that are supplied with cabinet units. These boxes are made of steel, die stamped and electric welded, and are finished in olive green baked enamel to match units. Each cabinet unit will accommodate 48 large boxes or 96 small boxes. Two of the small boxes fill the same space as one large box.

Approximate shipping weight of one cap unit, one base unit and one cabinet unit filled with sort boxes, 225 lbs; base, 30 lbs.; cap, 15 lbs.; cabinet unit, 150 lbs.



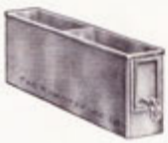
No. 13440 CABINET UNIT
No. 13445 CAP UNIT
No. 13450 BASE UNIT
No. 13452 SMALL BOXES
No. 13454 LARGE BOXES



THIS ILLUSTRATION SHOWS FIVE CABINET UNITS, THREE CAP UNITS AND THREE BASE UNITS

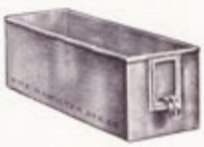
No. 13452
STEEL SORT BOX

No. 13452 Steel Sort Box with label holder pull; size, 1½x3x6 in.; capacity, 2 lbs. 10 oz.



No. 13453
STEEL SORT BOX

No. 13453 Steel Sort Box with label holder pull; size, 1½x3x6in.; capacity, 2 lbs. 8 oz. in the two compartments.



No. 13454
STEEL SORT BOX

No. 13454 Steel Sort Box with label holder pull; size, 3x3x6 in.; capacity, 5¼ lbs.

In labeling these sort boxes, it is a good plan to number them consecutively as a further means of keeping each box in its proper place.

When a box is emptied, the empty box should either be taken to the source of replenishment, or it may be returned to the cabinet upside down, as a signal to the replenisher that it needs attention.

Unless these cabinets are placed back to back, they should be stood against a wall or partition, when they are arranged two stacks high, as in illustration above.

The space-saving quality of these cabinets is second only to their convenience and efficiency.

HAMILTON GALLEY CABINETS AND GALLEY TRUCKS

MADE IN BOTH STEEL AND WOOD

Galley Cabinet No. 13520, illustrated at left, in steel, holds 100 full length double column steel galleys on shelves. All galley openings numbered consecutively. The symbol letters are furnished without charge. See table below for all other sizes and styles in steel and wood.



No. 13520 (IN STEEL); No. 3520 (IN WOOD)

Galley Truck No. 13505, illustrated at right, in steel, contains 32 shelves for full length double column steel galleys; all galley openings numbered consecutively on upright posts from 1 to 32. Symbol letters are furnished without charge. Galley Trucks are also made in both steel and wood for 8¾x13 in. galleys. See list below.



No. 13505 TRUCK (IN STEEL)
No. 3505 (IN WOOD)

In steel, the finish is olive green baked enamel; in wood, antique. The numbers are white on black enamel.

STEEL GALLEY CABINETS AND GALLEY TRUCKS WITH SLANTING SHELVES

No.	Style	Capacity	Size of Galley	No. of Tiers	Floor Space Inches	Height Inches	Approximate Shipping Weight, Lbs.
13500	Truck	32	8¾x13 in.	2	25⅜x25	32½	235
13505	Truck	32	Double Column	2	21¼x25	32½	250
13510	Cabinet	25	Double Column	1	11½x25	43	275
13515	Cabinet	50	Double Column	2	20 x25	43	315
13520	Cabinet	100	Double Column	4	36½x25	43	525
13533	Cabinet	100	Triple Column	4	42¾x25	43	650

WOOD GALLEY CABINETS AND GALLEY TRUCKS WITH SLANTING SHELVES

No.	Style	Capacity	Size of Galley	No. of Tiers	Floor Space Inches	Height Inches	Approximate Shipping Weight, Lbs.
3500	Truck	32	8¾x13 in.	2	24½x22½	38¼	175
3505	Truck	32	Double Column	2	20¾x26½	38¼	200
3510	Cabinet	25	Double Column	1	11¼x26½	43¾	110
3515	Cabinet	50	Double Column	2	19¼x26½	43¾	190
3520	Cabinet	100	Double Column	4	36¼x26½	43¾	300
3533	Cabinet	100	Triple Column	4	45¼x26½	43¾	350

Galley trucks save a great deal of time in transferring matter to and from make-up men or proof presses or stonemen. Where economy of production is studied they will be considered indispensable.

These galley cabinets and galley trucks are furnished with shelf numbers from 1 to 100 and 1 to 32, respectively. When more than one cabinet or truck is in use, each should be designated by a symbol letter (which is furnished gratis upon request), as shown on the illustrations, and the galley proofs should be numbered A1-A100, B1-B100, and so on, a method that is quite as easy and more effective than if the numbers were consecutive.

These cabinets are built very strongly to carry great weights.

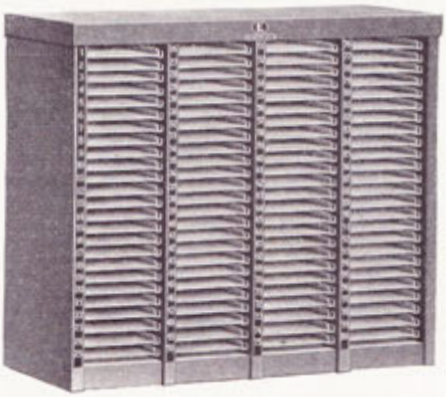
HAMILTON UNIT GALLEY CABINETS

MADE IN BOTH STEEL AND WOOD

These are the most effective cabinets for storing live matter on pressed steel galleys of the sizes listed in the tables below. There are seven sizes, six of which hold 100 galleys each, while one holds 50 galleys. The galley openings are numbered from 1 to 100. When more than one cabinet is used, each should be designated by a symbol letter (which is furnished gratis upon request), as shown in illustration, and galley proofs should be numbered A1-A100, B1-B100, and so on, a method that is quite as easy and more effective than if the numbers were consecutive. With consecutive numbers it is not so easy to locate a galley in an extensive installation as it is with symbol letters.

Though galleys are shown in the illustration, they are not included with the cabinets, and need to be ordered separately, as required.

The illustration shows Galley Cabinet No. 13540 in steel. It holds 100 steel galleys, size 8¾x13 in. It is also made in wood to hold the same number of galleys.



NO. 13540 (IN STEEL); NO. 3540 (IN WOOD)
Seven sizes made. See tables below

STEEL GALLEY CABINETS WITH STEEL RUNS—NO SHELVES

No.	Capacity	Size of Galley	No. of Tiers	Floor Space Inches	Height Inches	Approximate *Shipping Weight, Lbs.
13538	50	8¾x13 in.	2	22⅝x14½	38½	200
13540	100	8¾x13 in.	4	44 x14½	38½	285
13541	100	10 x16 in.	4	49¼x17½	38½	330
13542	100	12 x18 in.	4	57 x19½	38½	400
13544	100	3½x23½ in.	4	23¼x25	38½	350
13545	100	6¼x23½ in.	4	34 x25	38½	380
13565	100	8½x23½ in.	4	43 x25	38½	400

WOOD GALLEY CABINETS WITH STEEL RUNS—NO SHELVES

No.	Capacity	Size of Galley	No. of Tiers	Floor Space Inches	Height Inches	Approximate *Shipping Weight, Lbs.
3538	50	8¾x13 in.	2	23 x17	38½	150
3540	100	8¾x13 in.	4	43¾x17	38½	225
3541	100	10 x16 in.	4	48¾x20	38½	300
3542	100	12 x18 in.	4	56¾x22	38½	350
3544	100	3½x23½ in.	4	22¾x27¾	38½	200
3545	100	6¼x23½ in.	4	33¾x27¾	38½	260
3565	100	8½x23½ in.	4	42¾x27¾	38½	325

*Shipping Weights are without galleys

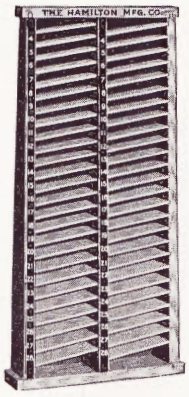
GREAT ECONOMIES OF THE GALLEY STORAGE SYSTEM

Among methods making for economies in production in composing rooms, none has proved more effective than the system of storing live jobs and pages on pressed steel galleys. The cabinets listed above are a necessary part of this system, which was first devised for the benefit of the printers by the American Type Founders Company.

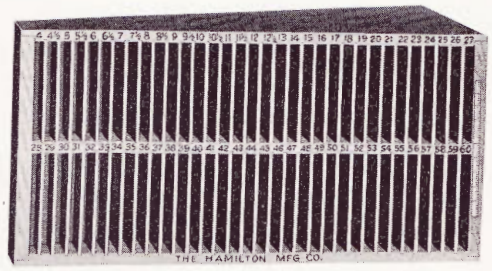
The system affords the means of indexing each job. As the job is placed in a storage cabinet, the number of the opening in the cabinet is penciled on the proof. With the proof in hand, any employee is enabled to find the job without loss of time. Our pressed steel galleys, though low-priced, are made accurately, so that a job may be set on one and kept on it until it is locked up.

LEAD OR SLUG RACKS

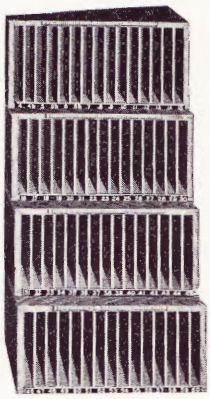
MADE IN WOOD ONLY



No. 3665
EUREKA LEAD RACK



No. 3661 WISCONSIN LEAD RACK
Two of these, one on top of another, make an effective combination



No. 3670
No. 3675
No. 3680
No. 3685

No. 3687 SET OF FOUR
BOSTON LEAD RACKS

No. 3661 Wisconsin Lead Rack has compartments for lengths 4 to 12½ picas (by ens) and 13 to 60 picas (by ems); capacity, 750 lbs. Size over all, 18x42½ in. Height, 17½ in. Approximate shipping weight, 75 lbs.

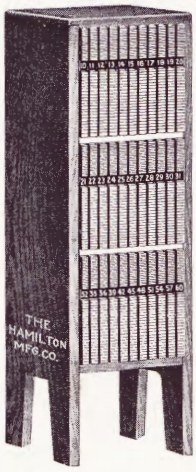
No. 3665 Eureka Lead and Slug Rack has compartments for lengths 4 to 28 picas (by ems) for leads on one side, and the same on the other side for slugs; capacity, 230 lbs. Size over all, 14½x5½ in. Height, 28½ in. Approximate shipping weight, 20 lbs.

No. 3687 set of four Boston Lead Racks, sold separately or as a set. No. 3670 holds lengths from 4 to 6½ picas (by ens) and 7 to 15 picas (by ems); capacity, 50 lbs. No. 3675, 16 to 30 picas (by ems); capacity, 130 lbs. No. 3680, 31 to 45 picas (by ems); capacity, 210 lbs. No. 3685, 46 to 60 picas (by ems); capacity, 300 lbs. Size over all of No. 3685, 8½x17½ in. Height of four racks, 34 in. Approximate shipping weight of four racks, 50 lbs.

HAMILTON REGLET CABINETS

MADE IN WOOD ONLY

No. 3690 Reglet Cabinet, sold with contents, contains 34 pieces each of 6 pt. and 12 pt. reglet of lengths 10 to 33 picas (by ems) and 36 to 60 picas (by 3 ems)—2244 pieces in all. Floor space, 11⅞x11¼ in. Height, 38¼ in. Approximate shipping weight, 155 lbs. Contents (No. 3734) and Cabinet only (No. 3692) may be purchased separately.

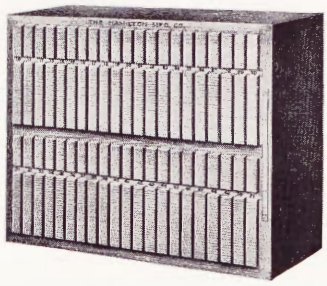


NO. 3690 CABINET
AND CONTENTS

No. 3695 Reglet Cabinet, sold with contents, same design as No. 3690 but deeper, contains 34 pieces each of 6 pt. and 12 pt. reglet of lengths 61 to 64 picas (by ems) and 66 to 138 picas (by 3 ems) and 144, 150, 156 and 160 picas—2244 pieces in all. Floor space, 11⅞x27¾ in. Height, 38¼ in. Approximate shipping weight, 380 lbs. Contents (No. 3736) and Cabinet only (No. 3697) may be purchased separately.

No. 3729-C Reglet Cabinet, sold with contents, contains 50 pieces each of 6 pt. and 12 pt. reglet of lengths 10 to 51 picas (by ems)—2100 pieces in all. Size over all, 9½x20¾ in. Height, 16½ in. Approximate shipping weight, 62 lbs. Contents (No. 3729-D) and Cabinet only (No. 3729-E) may be purchased separately.

For other Reglet Cabinets see pages 1046 to 1049. For reglet in yard lengths see page 961.

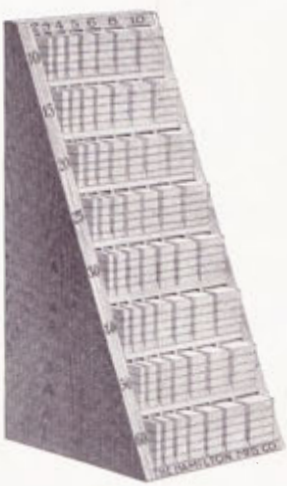


NO. 3729-C CABINET AND CONTENTS

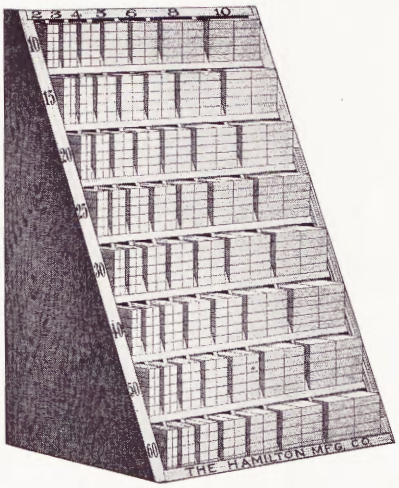
LABOR-SAVING WOOD FURNITURE CABINETS

MADE IN WOOD ONLY

No. 3728 Furniture Cabinet, sold with contents, contains 5 pieces of each length and width; widths, 2, 3, 4, 5, 6, 8, 10 picas; lengths, 10, 15, 20, 25, 30, 40, 50, 60 picas—280 pieces in all. Size over all, 10x10½ in. Height, 31 in. Approximate shipping weight, with contents, 50 lbs. Contents (No. 3728-A) and Cabinet only (No. 3728-B) may be purchased separately.



No. 3728, WITH CONTENTS

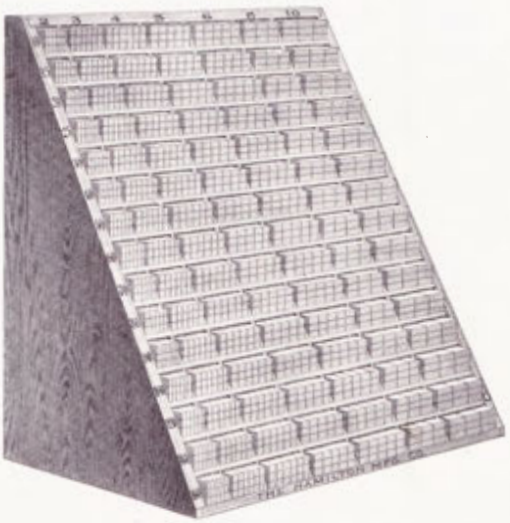


No. 3728-C, WITH CONTENTS

No. 3728-C Furniture Cabinet, sold with contents, contains 10 pieces of each length and width specified in description of No. 3728, above—560 pieces in all. Size over all, 10½x16½ in. Height, 31 in. Approximate shipping weight, with contents, 80 lbs. Contents (No. 3728-D) and Cabinet only (No. 3728-E) may be purchased separately.

No. 3728-J Furniture Cabinet (not illustrated, but same design as No. 3728-M and with half the contents of the latter cabinet), sold with contents. Size over all, 18¼x27½ in. Height, 41 in. Approximate shipping weight, with contents, 240 lbs. Contents (No. 3728-K) and Cabinet only (No. 3728-L) may be purchased separately.

No. 3728-M Furniture Cabinet, sold with contents, contains the following efficient assortment, giving a greater number of pieces of the most used lengths and widths and fewer of the least used sizes: 18 pieces each of 2, 3 and 4 pica widths in lengths of 10, 15, 20, 25, 30, 40, 50, 60, 70, 80, 90, 100, 120, 140 and 160 picas; 15 pieces each of 5 and 6 pica widths in same lengths as above; 9 pieces each of 8 and 10 pica widths in same lengths as above—1530 pieces in all. Size over all, 27½x31¾ in. Height, 41 in. Approximate shipping weight, with contents, 400 lbs. Contents (No. 3728-N) and Cabinet only (No. 3728-P) may be bought separately.



No. 3728-M, WITH CONTENTS
No. 3728-J is same design with half the contents

OTHER LABOR-SAVING WOOD FURNITURE CABINETS

See pages 1046-1049 for Cut-Cost Locking-up Materials Cabinets, holding labor-saving wood furniture, reglet, metal or iron furniture, etc. These are most desirable cabinets.

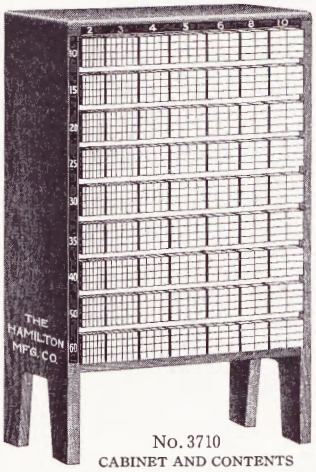
FULL LENGTH FURNITURE AND REGLET

For Wood Furniture and Reglet and Side Sticks in yard lengths see page 961.

HAMILTON FURNITURE CABINETS

MADE IN WOOD ONLY IN SIX SIZES

There are six Furniture Cabinets made in conformity with the design of No. 3710 Furniture Cabinet, shown below. They vary only in width and depth, according to the quantities of materials they contain. Nos. 3700 and 3705 supplement each other; as do Nos. 3710 and 3715; also 3720 and 3725.



NO. 3710
CABINET AND CONTENTS

No. 3700 Furniture Cabinet, sold with contents, contains 12 pieces each of 2 and 3 pica widths in 10, 15, 20, 25, 30, 35, 40, 50 and 60 pica lengths; 8 pieces each of 4 pica width in same lengths as above, and 4 pieces each of 5, 6, 8 and 10 pica widths in same lengths as above—432 pieces in all. Floor space, 11¼-x11⅞ in. Height, 38¼ in. Approximate shipping weight, with contents, 125 lbs. Contents (No. 3740) and Cabinet only (No. 3702) may be purchased separately.

No. 3705 Furniture Cabinet, sold with contents, contains same number and assortment of pieces as No. 3700 in lengths of 70, 80, 90, 100, 110, 120, 130, 140 and 160 picas—432 pieces in all. Floor space, 11⅞x27¾ in. Height, 38¼ in. Approximate shipping weight, with contents, 295 lbs. Contents (No. 3742) and Cabinet only (No. 3707) may be purchased separately.

No. 3710 Furniture Cabinet, sold with contents, contains 24 pieces each of 2 and 3 pica widths in 10, 15, 20, 25, 30, 35, 40, 50 and 60 pica lengths; 16 pieces each of 4 and 5 pica widths in same lengths as above; 12 pieces 6 picas wide in same lengths as above, and 8 pieces each of 8 and 10 pica widths in same lengths as above—972 pieces in all. Floor space, 11¼x23¾ in. Height, 38¼ in. Approximate shipping weight, with contents, 255 lbs. Contents (No. 3748) and Cabinet only (No. 3712) may be purchased separately.

No. 3715 Furniture Cabinet, sold with contents, contains same number and assortment of pieces as in No. 3710 in lengths of 70, 80, 90, 100, 110, 120, 130, 140 and 160 picas—972 pieces in all. Floor space, 23¾x27¾ in. Height, 38¼ in. Approximate shipping weight, with contents, 500 lbs. Contents (No. 3750) and Cabinet only (No. 3717) may be purchased separately.

No. 3720 Furniture Cabinet, sold with contents, contains 28 pieces each 2 picas wide in 10, 15, 20, 25, 30, 35, 40, 50 and 60 pica lengths; 24 pieces each of 3 and 4 pica widths in same lengths as above; 20 pieces each of 5 and 6 pica widths in same lengths as above, and 16 pieces each of 8 and 10 pica widths in same lengths as above—1332 pieces in all. Floor space, 11¼x34⅝ in. Height, 38¼ in. Approximate shipping weight, with contents, 335 lbs. Contents (No. 3758) and Cabinet only (No. 3722) may be purchased separately.

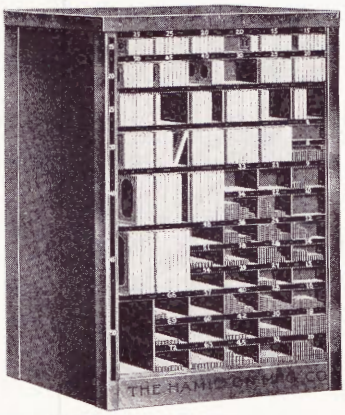
No. 3725 Furniture Cabinet, sold with contents, contains same number and assortment of pieces as in No. 3720 in lengths of 70, 80, 90, 100, 110, 120, 130, 140 and 160 picas—1332 pieces in all. Floor space, 27¾x34⅝ in. Height, 38¼ in. Approximate shipping weight, with contents, 650 lbs. Contents (No. 3760) and Cabinet only (No. 3727) may be purchased separately.

MAMMOTH IRON FURNITURE CABINET

MADE IN BOTH STEEL AND WOOD

This cabinet provides the most convenient and space-saving means of carrying large assortments of Mammoth Iron Furniture and Interlocking Steel Furniture. It is fully described and both sides illustrated on page 1050.

Height, 52 in. Floor space, 38x27½ in. Approximate shipping weight: Steel, 550 lbs.; Wood, 500 lbs.

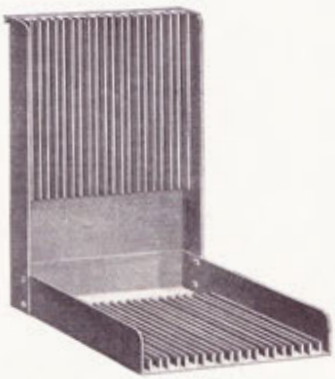


NO. 13655 (IN STEEL); NO. 3655 (IN WOOD)
Rear View

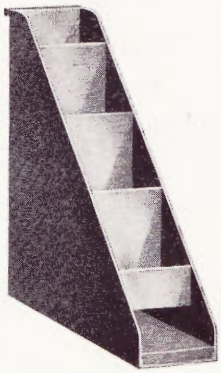
UNIT JOB AND CYLINDER CHASE RACKS

MADE IN STEEL ONLY

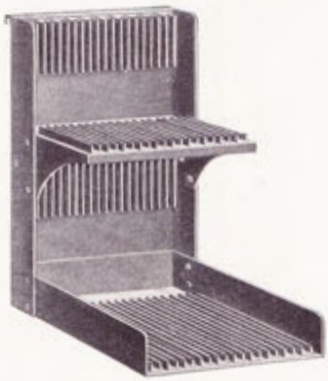
Made in units holding 10 cylinder or 20 job forms each, all of uniform design and height, thus permitting the installation of additional units as the needs of the office demand. The bottom being of steel, it is not necessary to lift a chase more than ¼ inch in entering.



NO. 15230 UNIT



NO. 15235 UNIT

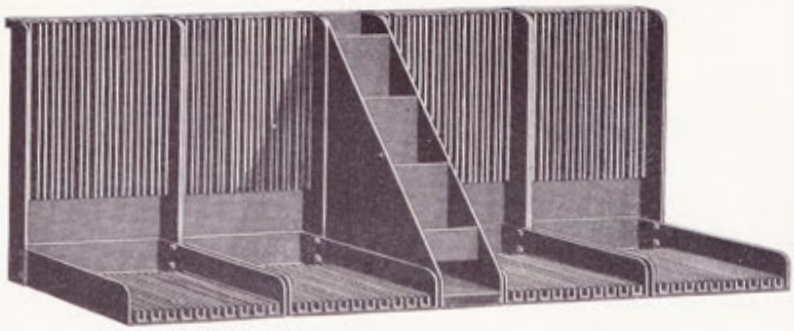


NO. 15240 UNIT

No. 15230 Unit Chase Rack (illustrated above). This rack will accommodate 10 cylinder press forms, or 20 empty chases, any size. Dimensions: width, 19 in.; depth, 25 in.; height, 30 in. Shipping weight, 100 lbs.

No. 15235 Unit Crossbar Rack (illustrated above). This unit is designed for use in connection with the No. 15230 Unit Chase Rack. It provides a convenient receptacle for crossbars of chases when not in use. The rack is divided into four compartments, graduated in depth for bars of various lengths. Dimensions: width, 8 in.; depth, 25 in.; height, 30 in. Shipping weight, 75 lbs.

No. 15240 Unit Job Chase Rack (illustrated above). This rack for job chases can be used singly in the platen press department or in combination with other units for general chase storage. It will accommodate on each deck all standard sizes of job press chases up to 14½x22 in. The capacity is 10 forms or 20 empty chases on each shelf. Dimensions: width, 19 in.; depth 25 in.; height, 30 in. Shipping weight, 130 lbs.



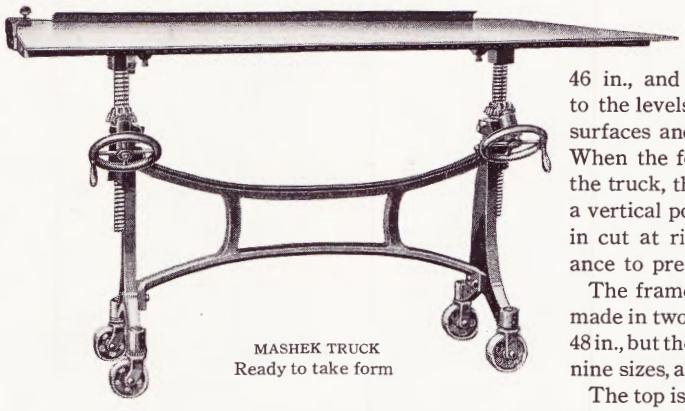
A COMBINATION OF FOUR UNITS NO. 15230 (FOR CYLINDER FORMS) AND ONE UNIT NO. 15235 (FOR CROSSBARS)

See also page 1052 for description of Cut-Cost Steel Adjustable Chase Rack, the last word in chase racks for safety, for economy of floor space and for durability. In Cut-Cost Chase Racks the forms are held securely in channels at both head and foot, effectually preventing one form from rubbing against another.

MASHEK FORM TRUCK

Patented February 16, 1909; other patents pending

For transferring forms from imposing table to press, this truck insures safety and expedites the work. Once used it will be found indispensable. When not in use it occupies very little space.



MASHEK TRUCK
Ready to take form

It has an elevating top with a range from 35 to 46 in., and is easily brought to the levels of both imposing surfaces and beds of presses. When the form is drawn on the truck, the top is tilted to a vertical position, as shown in cut at right, for conveyance to press or *vice versa.*

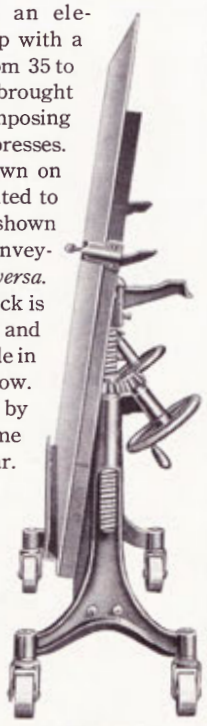
The frame of the truck is made in two widths, 40 and 48 in., but the top is made in nine sizes, as listed below.

The top is controlled by two geared wheels, operating independently, to permit adjustment to overcome possible unevenness of the floor. It is tilted easily by means of a handle bar.

These trucks are easily guided. The top is of heavy steel.

Finish: top, natural steel, lacquered; frame, olive green.

No.	Size of Top	Size of Frame	Approximate Shipping Weight
13482	36x43 inches	40 inches	400 pounds
13482-A	36x46 inches	40 inches	415 pounds
13482-B	36x50 inches	40 inches	425 pounds
13482-C	40x53 inches	40 inches	440 pounds
13482-D	42x56 inches	40 inches	460 pounds
13482-E	42x62 inches	48 inches	575 pounds
13482-G	42x65 inches	48 inches	585 pounds
13482-H	46x68 inches	48 inches	615 pounds
13482-K	48x74 inches	48 inches	625 pounds



MASHEK TRUCK
In position for conveying form to press

HAMILTON SAW-TRIMMER CABINET

MADE IN BOTH STEEL AND WOOD



No. 15741 (IN STEEL); No. 5741 (IN WOOD)

The cabinet illustrated will accommodate all saw-trimmer parts, including the router and jig-saw attachment.

The top of cabinet is surrounded by a brass rim on three sides. Size of top inside of brass rim is 25¾x25⅞ in.

At the left are two deep drawers, 9¾x20x4 in. inside. Below these drawers is a cupboard with three adjustable shelves.

At the right are four shallow drawers, size 9¾x20x1⅝ in. inside. Below these drawers is a compartment for router and jig-saw attachment, size 10⅝ in. wide by 23¼ in. high by 24 in. deep inside.

Floor space, 25¾x25 in. Height, 38½ in. Approximate shipping weight: Steel, 275 lbs.; Wood, 350 lbs.

Saw-trimmers are now indispensable in lively composing rooms. With the machine it will be found economical to have this cabinet, in which knives, saws and other attachments may be kept without deterioration from dirt and rust, and where they may be found quickly when wanted.

HAMILTON IMPOSING TABLES

MADE IN BOTH STEEL AND WOOD

No. 13960 Steel Imposing Table (as illustrated) for iron surface 27x31 in. or marble surface 24x28 in. One side is equipped with rack for nonpareil and pica reglet in standard lengths from 10 to 60 picas, and rack for wood furniture in standard sizes from 10 to 60 picas. The reverse side contains unit for 11 two-thirds size steel letterboards, each 20¼x16½ in. inside, with drawer at top.

No. 3960 Wood Imposing Table is as described above, except that the wood letterboards are 20x15⅛ in. inside.

Letterboards are included with these tables, but reglet and wood furniture fonts need to be ordered separately, if required. The reglet font is No. 3730; the wood furniture font is No. 3740. Height, 38¼ in. Approximate shipping weight, with contents: Steel, 825 lbs.; Wood, 700 lbs.



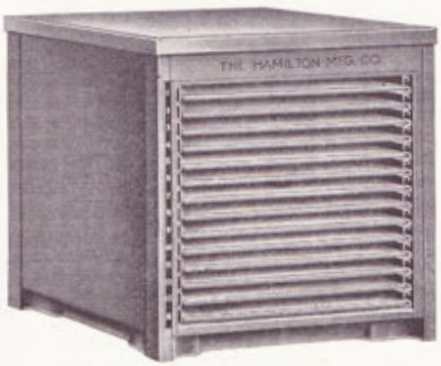
*No. 13960 (IN STEEL); No. 3960 (IN WOOD)
Furniture Side



*No. 13960 (IN STEEL); No. 3960 (IN WOOD)
Letterboard Side



*No. 13965 (IN STEEL); No. 3965 (IN WOOD)
Both sides alike



*No. 13970 (IN STEEL); No. 3970 (IN WOOD)
Both sides alike

No. 13965 Steel Imposing Table (as illustrated above) for iron surface 27x37 in. or marble surface 24x34 in. Contains 28 steel letterboards (14 in each end), each 20¼ x 16½ in. inside.

No. 3965 Wood Imposing Table is as described above, except that the wood letterboards are 20x15⅛ in. inside.

Height, 38¼ in. Approximate shipping weight, including letterboards: Steel, 875 lbs.; Wood, 750 lbs.

No. 13970 Steel Imposing Table (as illustrated above) for iron surface 37x39 in. or marble surface 34x36 in. Contains 28 steel letterboards (14 in each end), each 30⅝ x 16½ in. inside.

No. 3970 Wood Imposing Table is as described above, except that the wood letterboards are 30⅜x15⅛ in. inside.

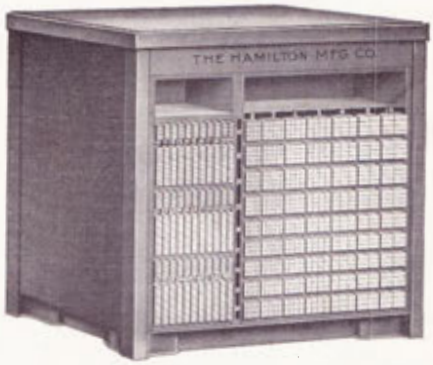
Height, 38¼ in. Approximate shipping weight, including letterboards: Steel, 1100 lbs.; Wood, 925 lbs.

** In ordering state whether iron or marble surface is required. Marble surfaces require coffins, which are made in wood only. Please note also that contents, unless otherwise specified, are not included, and need to be ordered separately if required.*

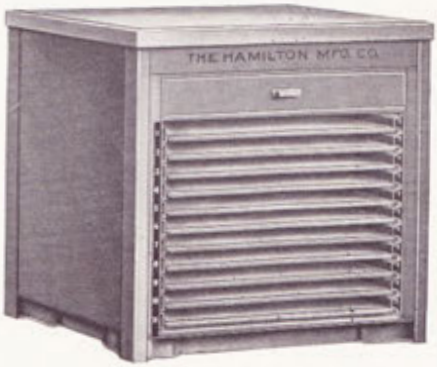
HAMILTON IMPOSING TABLES

MADE IN BOTH STEEL AND WOOD

No. 13975 Steel Imposing Table (as illustrated) for iron surface 31x39 in. or marble surface 28x36 in. One side has rack for nonpareil and pica reglet in standard lengths from 10 to 60 picas, a rack for wood furniture in standard sizes from 10 to 60 picas, and two bins above the racks. The other side has 11 full size steel letterboards, each 30⅝x-16½ in. inside, and a deep drawer.



*No. 13975 (IN STEEL); No. 3975 (IN WOOD)
Furniture Side



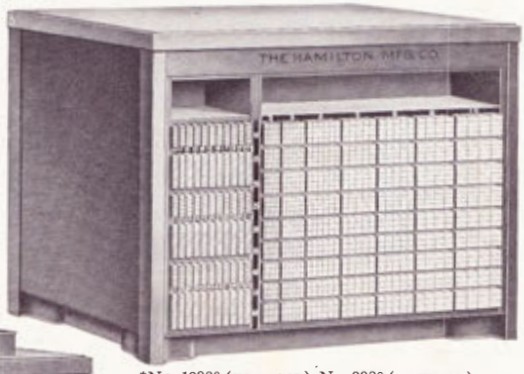
*No. 13975 (IN STEEL); No. 3975 (IN WOOD)
Letterboard Side

No. 3975 Wood Imposing Table is as described above, except that the wood letterboards are 30⅜x15⅛ in. inside.

Letterboards are included with these tables, but reglet and wood furniture fonts need to be ordered separately, if required. The reglet font is No. 3730; the wood furniture font is No. 3744.

Height, 38¼ in. Approximate shipping weight, with contents: Steel, 1250 lbs.; Wood, 1075 lbs.

No. 13980 Steel Imposing Table (as illustrated) for iron surface 35x51 in. or marble surface 32x48 in. On one side is a rack for nonpareil and pica reglet in standard lengths from 10 to 60 picas, a rack for wood furniture in standard sizes from 10 to 60 picas. On the other side there are 11 full size letterboards, each 30⅝x20⅜ in. inside; also 8 sort drawers, each containing 12 removable steel sort boxes, capacity of each sort box 4¼ lbs.; and a drawer as illustrated below.



*No. 13980 (IN STEEL); No. 3980 (IN WOOD)
Furniture Side



*No. 13980 (IN STEEL); No. 3980 (IN WOOD)
Storage Side

No. 3980 Wood Imposing Table is as described above, except that the wood letterboards are 30⅜x19 in. inside.

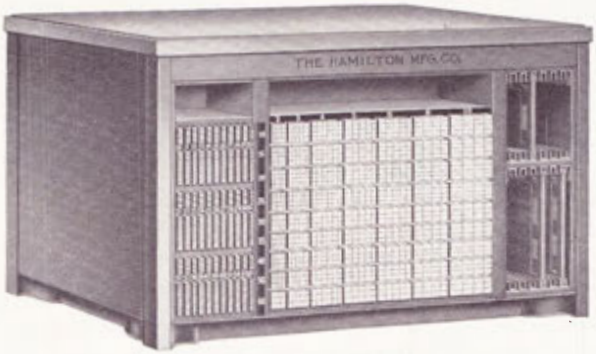
Letterboards and steel sort boxes are included, but reglet and wood furniture fonts need to be ordered separately, if required. The reglet font is No. 3730; the wood furniture font is No. 3754.

Height, 38¼ in. Approximate shipping weight, with contents: Steel, 1675 lbs.; Wood, 1375 lbs.

HAMILTON IMPOSING TABLES

MADE IN BOTH STEEL AND WOOD

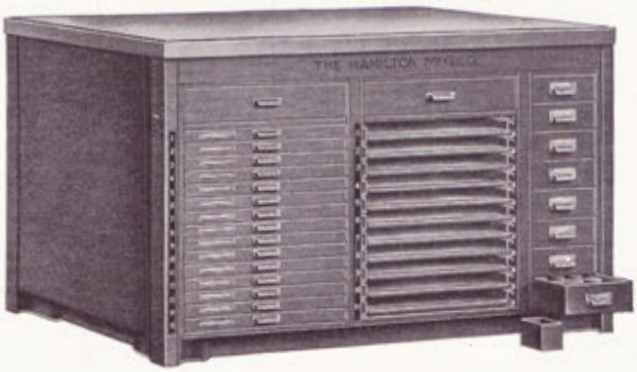
No. 13985 Steel Imposing Table (as illustrated) for iron surface 39x63 in. or marble surface 36x60 in. On one side there is a rack for nonpareil and pica reglet in standard lengths from 10 to 60 picas, a rack for wood furniture in standard sizes from 10 to 60 picas, a chase rack for six chases each for 8x12 in. and 10x15 in. platen presses. On the other side, as shown below, there are 15 two-thirds blank cases (for cuts, etc.) with pulls and label holders numbered consecutively, 11 letterboards each 20¼x20⅜ in. inside, 8 drawers each containing 12 steel sort boxes (capacity of each steel sort box, 4¼ lbs.), and 2 drawers.



*No. 13985 (IN STEEL); No. 3985 (IN WOOD)

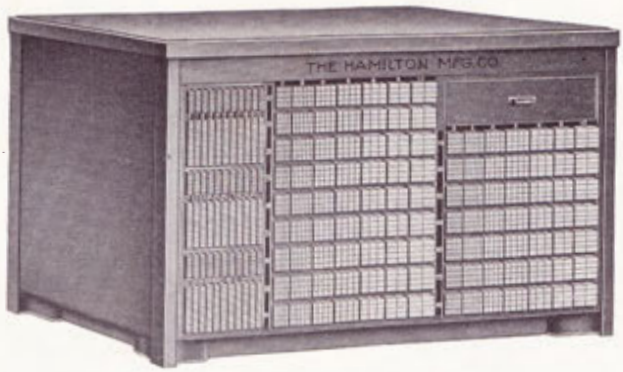
No. 3985 Wood Imposing Table is same as described above, except that the wood letterboards are 19x20 in. inside. Steel sort boxes are furnished with No. 3985.

These tables are sold with the equipments described above, except reglet and wood furniture fonts, which need to be ordered separately, if required. The reglet font is No. 3730; the wood furniture font is No. 3754.



*No. 13985 (IN STEEL); No. 3985 (IN WOOD)

Height, 38¼ in. Approximate shipping weight, with contents: Steel, 2000 lbs.; Wood, 1700 lbs.



*No. 14000-A (IN STEEL); No. 4000-A (IN WOOD)
See next page for illustration of other side, for galley storage

No. 14000-A Steel Imposing Table (as illustrated) for iron surface 39x65 in. or marble surface 36x62 in. One side has a rack for nonpareil and pica reglet in standard lengths from 10 to 60 picas, a rack for wood furniture in all standard sizes from 10 to 60 picas with additional lengths of 70, 80, 90, 100, 110, 120 and 140 picas, and a large drawer. On the other side (as illustrated on the next page) there are numbered openings for 138 pressed steel galleys, 8¾x13 in. inside.

**It is necessary to specify whether iron or marble surface is required. With a marble surface, a coffin is required. Reglet and furniture also need to be specified, if required.*

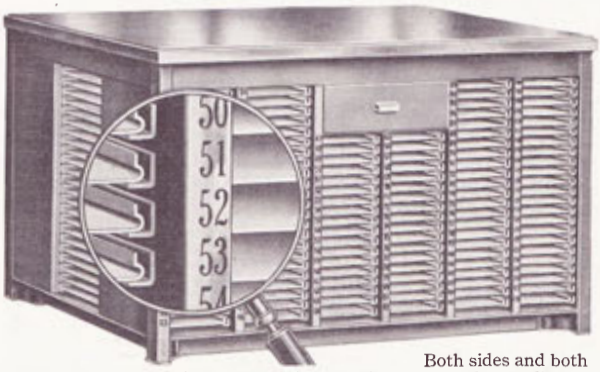
No. 4000-A Wood Imposing Table is same as described on page 1101 except that the galley capacity is only 132.

These tables are sold without galleys or reglet or wood furniture, which need to be ordered separately, as required. The reglet font is No. 3734, and the wood furniture fonts are Nos. 3748 (10 to 60 picas) and 3752 (all widths in lengths of 70, 80, 90, 100, 110, 120 and 140 picas).

Height, 38¼ in. Approximate shipping weight complete with galleys and reglet and wood furniture: Steel, 1950 lbs.; Wood, 1625 lbs.



*No. 14000-A (IN STEEL); No. 4000-A (IN WOOD)
For other side, containing materials, see foot of preceding page



*No. 14010 (IN STEEL); No. 4010-A (IN WOOD)

Both sides and both ends are alike

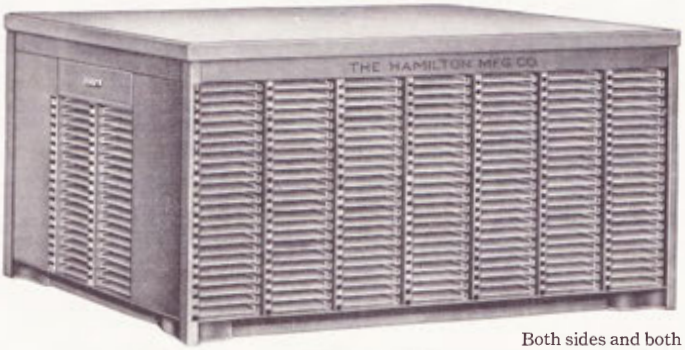
The sizes and galley capacities of imposing tables illustrated at the left and below, made in both wood and steel, are given in the table below. Each table has 2 large drawers.

The galley openings (not shelves) are numbered consecutively. They are made to take pressed steel galleys 8¾x13 in. inside. Galleys are not included with the tables, but need to be ordered separately, as required.

Height of all tables is 38¼ in.

No.	Size of Surface in inches		8¾x13 in. Galley Capacity	Approximate Shipping Weight, lbs.	
	Iron	Marble		Table	Galleys
14010 (in Steel)	39x65	36x62	306	1400	700
14020 (in Steel)	51x75	48x72	398	1900	925
4010-A (in Wood)	39x65	36x62	292	1250	675
4020-A (in Wood)	51x75	48x72	380	1650	900

These are the best selling imposing tables because they are most efficient in medium and large size composing rooms enjoying the economies of our Cut-Cost System of Printing Plant Equipment. The notable economies of the galley storage system are described on page 1042.



*No. 14020 (IN STEEL); No. 4020-A (IN WOOD)

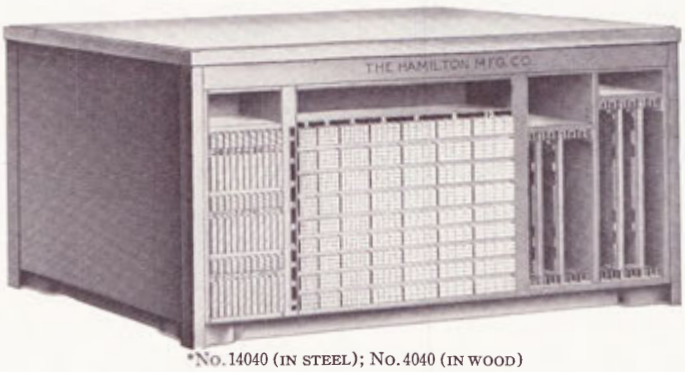
Both sides and both ends are alike

** It is necessary to state whether iron or marble surface is required. Marble surfaces require coffins*

HAMILTON IMPOSING TABLES

MADE IN BOTH STEEL AND WOOD

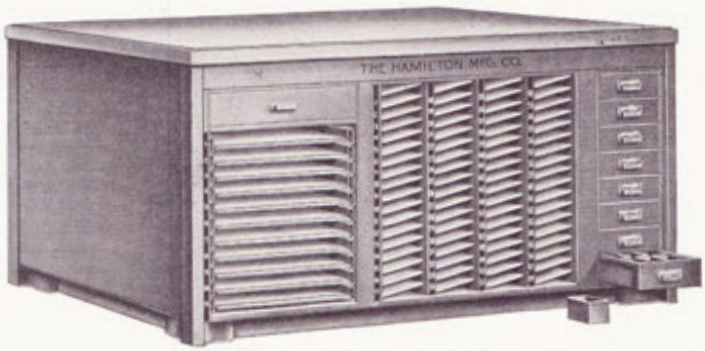
No. 14040 Steel Imposing Table (as illustrated) for iron surface 51x75 in. or marble surface 48x72 in. On one side is a rack for nonpareil and pica reglet in standard lengths from 10 to 60 picas, a rack for wood furniture in standard sizes from 10 to 60 picas, 2 adjustable chase racks each holding 6 chases (the top guide in each rack forming a bin). On the other side there is a drawer over 11 steel letterboards, each 20¼x20⅜ in. inside, a four-tier galley rack to hold 68 double column galleys with the shelves numbered consecutively, 8 drawers each containing 12 removable steel sort boxes (capacity of each steel sort box 4¼ lbs.), as illustrated below.



*No. 14040 (IN STEEL); No. 4040 (IN WOOD)

No. 4040 Wood Imposing Table is same as described above, except that the wood letterboards are 19x20 in. inside. Steel sort boxes are furnished with No. 4040.

Letterboards (numbered) and steel sort boxes are furnished with these tables, but reglet and wood furniture need to be ordered separately, as required. The reglet font is No. 3730; the wood furniture font is No. 3754.



*No. 14040 (IN STEEL); No. 4040 (IN WOOD)

Height, 38¼ in. Approximate shipping weight, complete: Steel, 2600 lbs.; Wood, 2200 lbs.

**It is necessary to state whether iron or marble surface is required. Marble surfaces require coffins Reglet and furniture also need to be specified if required*

IMPOSING TABLES FOR SPECIAL PURPOSES

Imposing Tables in steel or in wood construction will be made for special purposes. Upon receipt of specifications by our nearest selling house, drawings (if necessary) will be submitted. Those who must have special imposing tables are advised to conform with the sizes of the regular tables, for which the surfaces, ends, rails, division strips and drawers are carried in stock at the factory. Tables of irregular outside dimensions are not only much more expensive to build, but they require a longer time to make. An expeditious way in designing a special table is to take as a basis the regular table the design of which conforms nearest to requirements and suggest the changes desired. For example, a buyer may prefer galley shelves instead of the chase racks and letterboards in No. 14040. Rather than describe a new table, it will be simpler to indicate the desired changes in No. 14040.

It needs to be remembered that special equipments cannot be shipped as quickly as regular equipments, and inevitably cost more than regular equipments made in quantities.

HAMILTON SQUARE-LEG IMPOSING TABLES

MADE IN WOOD ONLY



SQUARE-LEG IMPOSING TABLE

These are substantially made of hardwood and supplied without finish in knockdown form. Coffins for marble surfaces and marble and iron surfaces are not included with these tables, and need to be ordered separately, if required.

Tables with four legs have one drawer; with six legs, two drawers. All drawers pull from either side. All tables have shelf at bottom as shown in illustration.

Height, 38¼ in.

These tables are bolted together with bed bolts and are easy to assemble. They are not varnished.

DIMENSIONS AND WEIGHTS OF SQUARE-LEG IMPOSING TABLES

No.	Capacity of Surface	Marble Surface		Iron Surface		Floor Space Inches	No. of Legs	Shipping Weight Table only
		Size Inches	Shipping Weight	Size Inches	Shipping Weight			
4070	School size	18x24	150 lbs.	21x27	200 lbs.	20½x26½	4	75 lbs.
4075	2 pages, 6 column	24x36	265 lbs.	27x39	310 lbs.	26½x38½	4	110 lbs.
4080	2 pages, 7 column	26x44	340 lbs.	29x47	365 lbs.	28½x46½	4	120 lbs.
4085	2 pages, 8 column	28x50	400 lbs.	31x53	410 lbs.	30½x52½	4	120 lbs.
4090	For general work	36x48	510 lbs.	39x51	510 lbs.	38½x50½	4	120 lbs.
4095	4 pages, 7 column	26x76	575 lbs.	29x79	610 lbs.	28½x78½	6	180 lbs.
5000	4 pages, 8 column	28x84	695 lbs.	31x87	700 lbs.	30½x86½	6	190 lbs.
5005	4 pages, 6 column quarto	36x60	610 lbs.	39x63	620 lbs.	38½x62½	4	125 lbs.
5010	4 pages, 7 column quarto	48x60	800 lbs.	51x63	845 lbs.	50½x62½	4	150 lbs.
5015	For general work	48x72	950 lbs.	51x75	965 lbs.	50½x74½	6	175 lbs.

HAMILTON REGISTER TABLE

MADE IN BOTH STEEL AND WOOD

This Register Table greatly facilitates the work of registering forms of any kind. The top is of heavy plate glass and covers a light compartment which is finished in white enamel. The light reflectors in the bottom of the compartment throw a strong white light against the under part of the plate glass top. The lights are controlled by a switch placed at the end of the table. The rim that surrounds the glass is raised ⅛ in. and serves as a jogger and aids in the work of "lining up" forms.



No. 15126 (IN STEEL); No. 5126 (IN WOOD)

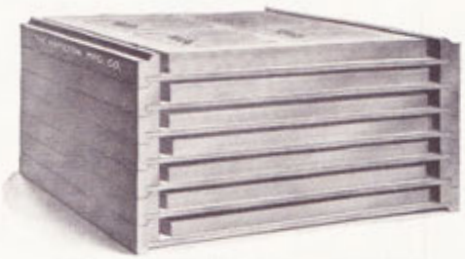
A measuring rule of steel surrounds the plate glass. This rule is graduated by inches and fractions of ⅛ in. The T-square No. 15127 is of steel and is graduated to fractions of 1/16 in. Length of T-square, 63½ in. The light compartment is wired for eight lamps. The cone reflectors are supplied, but not the bulbs. Ordinary bulbs may be used.

No. 15126 (in Steel), No. 5126 (in Wood), with steel graduated rule surrounding the plate glass top. No. 15127 Steel T-square is supplied as an extra, when specially ordered.

Size of plate glass top, 48x60 in. Height to working surface, 32 in. Floor space, 63½x51½ in. Approximate shipping weight: Steel, 930 lbs.; Wood, 650 lbs.

HAMILTON INTERLOCKING DRYING RACKS

With these racks sheets are taken direct from the fly and may be stacked ceiling high, in a straight and rigid pile. When stacked, each rack is firmly locked on its neighbor. This saves handling, and the consequent waste of paper through offset, smearing, finger marks and tearing. The ink dries quicker owing to the circulation of air through the pile.



INTERLOCKING DRYING RACKS, STACKED WITH PAPER—STRAIGHT, RIGID, AND SAFE

A saving of time may be effected by placing the racks as they come from the flyboard on one of the trucks made to take these racks, as shown below.

The interlocking drying racks are made with hardwood sides and wide softwood slats, with openings between.

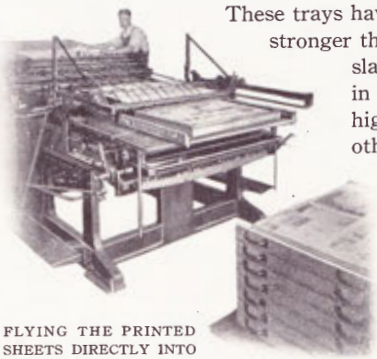
No. 5190 Rack, size inside 13x19 in.
No. 5192 Rack, size inside 18x25 in.
No. 5195 Rack, size inside 24x36 in.
No. 5197 Rack, size inside 32x48 in.
No. 5200 Rack, size inside 38x52 in.

The side rails on Interlocking Drying Racks are 1¼ in. wide and 1⅛ in. high inside. The overall dimensions are 2½ in. wider than the shortest inside measurement, as given above. The slats are ⅜ in. thick. When stacked, each rack adds 1 9/16 in. to the height.

Dryers with side rails having a clearance of 2½ and 3 in. between when stacked will be supplied on special order.

Dryers listed above are made with largest dimension on side rail. Dryers will be supplied with smallest dimension on side rail on special order.

INTERLOCKING DRYING TRAYS WITH HANDLES



FLYING THE PRINTED SHEETS DIRECTLY INTO A TRAY PLACED ON THE DELIVERY BOARD

These trays have two strong handles on each end. They are heavier and stronger than the drying racks listed above. Bottoms are solid (not slatted) and are ¾ in. thick in the smaller sizes, and thicker in the larger sizes. The side rails are 1¾ in. wide and 3 in. high and are made to run the short way of the tray, unless otherwise ordered. The trays inside, when stacked, have a clearance of 2⅛ in.

No. 5205 Tray, size inside 25x31 in.
No. 5208 Tray, size inside 30x41 in.
No. 5211 Tray, size inside 37x51 in.
No. 5214 Tray, size inside 45x61 in.

Sizes specified allow for a jogger box; without jogger box the sheet taken may be nearly same size as tray. Trays for special sizes, and for sheets 44x64 in. and larger, made to order.

HAMILTON PLATFORM TRUCKS

For Drying Racks and General Use

MADE IN WOOD ONLY IN THREE SIZES

No. 3470 Truck (illustrated), size of platform 24x36 in. Approximate shipping weight, 170 lbs.

No. 3472 Truck, size of platform 33x45 in. Approximate shipping weight, 200 lbs.

No. 3475 Truck, size of platform 38x52 in. Approximate shipping weight, 220 lbs.

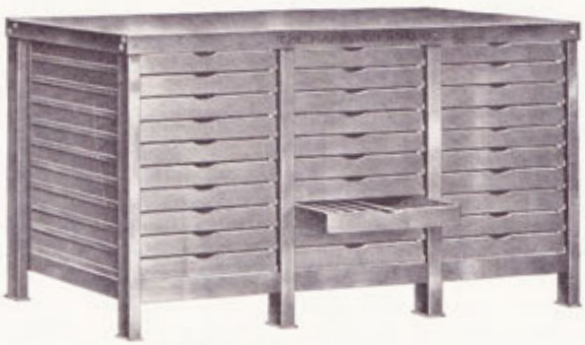


NO. 3470 TRUCK, LOADED WITH A STACK OF INTERLOCKING DRYING TRAYS

DRYING RACKS AND STOCK TABLES

MADE IN BOTH WOOD AND STEEL

No. 15130 Steel Drying Rack and Stock Table has 30 drying frames in three tiers, each frame being 19x30½ in. inside and 2¼ in. deep. The bottoms of the drying frames are slatted to permit circulation of air. The drying frames are made of wood; table and runs are steel.



No. 15130 (IN STEEL); No. 5130 (IN WOOD)

No. 5130 Wood Drying Rack and Stock Table is arranged the same as No. 15130.

No. 15135 Steel Drying Rack and Stock Table has 24 drying frames in two tiers, each frame being 30x30 in. inside and 1½ in. deep. The bottoms of the drying frames are slatted to permit circulation of air. The drying frames are made of wood.

No. 5135 Wood Drying Rack and Stock Table is arranged the same as No. 15135.

No. 15140 Steel Drying Rack and Stock Table is half the size of No. 15135, with 12 drying frames, each 30x30 in. inside and 1½ in. deep, with slatted bottoms. The drying frames are made of wood.

No. 5140 Wood Drying Rack and Stock Table is arranged the same as No. 15140.

Floor space of two- and three-tier tables is 33x70¼ in. Height, 40 in. Approximate shipping weight: Steel, two-tier, 715 lbs.; three-tier, 760 lbs. Wood, two-tier, 450 lbs.; three-tier, 500 lbs. Floor space of one-tier tables is 33x36 in. Height, 40 in. Approximate shipping weight: Steel, 375 lbs.; Wood, 275 lbs.



No. 15135 (IN STEEL); No. 5135 (IN WOOD)

HAMILTON PRESSROOM DRYING RACK

MADE IN WOOD ONLY IN TWO SIZES



No. 5160 (SIZE 24x36 IN.)
No. 5165 (SIZE 28x42 IN.)

No. 5160 Pressroom Drying Rack has 20 drying shelves, each 24x36 in. inside. Floor space, 24x42¾ in. Height, 54¾ in. Approximate shipping weight, 235 lbs.

No. 5165 Pressroom Drying Rack has 20 drying shelves, each 28x42 in. inside. Floor space, 28x48¾ in. Height, 54¾ in. Approximate shipping weight, 250 lbs.

The racks are on casters, and move easily when loaded.

DRYING SHELVES SOLD SEPARATELY

Drying Shelves are sold only in crates containing one dozen.

No. 5167 Drying Shelves for Rack No. 5160, 24x36 in. inside. Approximate shipping weight per dozen, 75 lbs.

No. 5169 Drying Shelves for Rack No. 5165, 28x42 in. inside. Approximate shipping weight per dozen, 105 lbs.

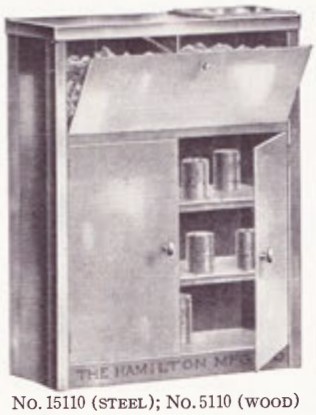
HAMILTON INK CABINET

No. 15103 Steel Ink Cabinet (as illustrated) provides a suitable place for storing a miscellaneous assortment of inks and has a plate glass ink mixing slab (8x10 in.) on the top.

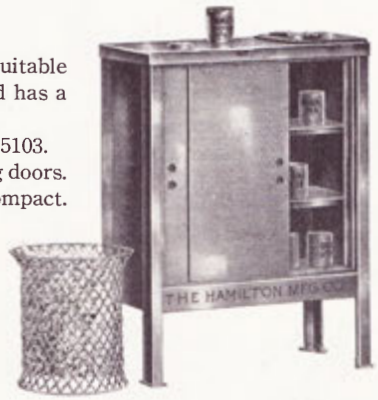
No. 5103 Wood Ink Cabinet is similar in design to No. 15103.

The cabinet has two adjustable shelves and two sliding doors. It is dust-tight. It is compact. The waste paper basket shown in picture is not supplied.

Floor space, 28½x11 in. Height, 38¼ in. Approximate shipping weight: Steel, 135 lbs.; Wood, 100 lbs.



No. 15110 (STEEL); No. 5110 (WOOD)



No. 15103 (STEEL); No. 5103 (WOOD)

HAMILTON UNIT INK CABINET

No. 15110 Steel Unit Ink Cabinet (as illustrated) provides storage for ink and rags, with a plate glass ink mixing slab (8x10 in.) on top.

No. 5110 Wood Unit Ink Cabinet is similar in design.

A cupboard with two hinged doors and two adjustable shelves is provided for the storage of inks. Above the ink shelves are two bins, one for clean and one for soiled rags, covered by one spring door, as shown in illustration.

Floor space, 31x10 in. Height, 40 in. Approximate shipping weight: Steel, 210 lbs.; Wood, 160 lbs.

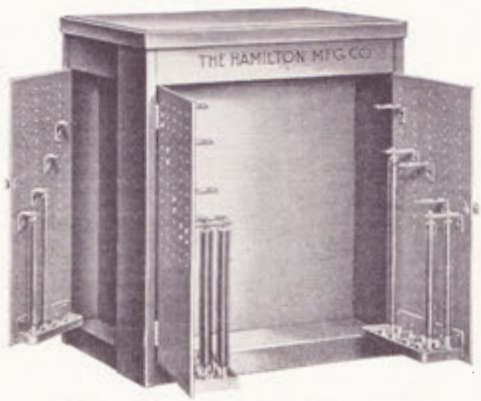
HAMILTON PLATEN PRESSROOM CABINET

MADE IN BOTH STEEL AND WOOD

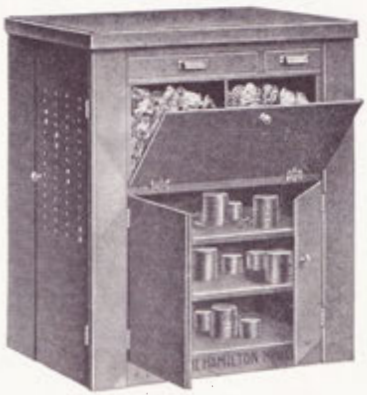
No. 15105 Steel Platen Pressroom Cabinet has a cupboard with two adjustable shelves for inks, a drawer containing a glass ink mixing tray (16⅜x18⅛x1⅜ in.), a drawer for small tools, two bins for rags (clean and soiled) and recesses with doors and adjustable brackets for holding 28 rollers for presses up to 14x22 in.

No. 5105 Wood Platen Pressroom Cabinet is similar in design to No. 15105.

Floor space, 30½x18½ in. Height, 40 in. Approximate shipping weight: Steel, 400 lbs.; with iron top, 600 lbs.; Wood, 250 lbs.; with iron top, 450 lbs.; Iron Top, 200 lbs.



ROLLER STORAGE SIDE OF HAMILTON PLATEN PRESSROOM CABINET



No. 15105-B (IN STEEL) WITH STEEL TOP
No. 5105-B (IN WOOD) WITH WOOD TOP
No. 15105-A (IN STEEL) WITH IRON TOP
No. 5105-A (IN WOOD) WITH IRON TOP
No. 5106 IRON TOP ONLY, SIZE 21x36 IN.

INK AND ROLLER CABINET

MADE IN BOTH STEEL AND WOOD

No. 15100-B Steel Ink and Roller Cabinet is for small platen pressrooms, providing a place for storing inks in cans, and is fitted with a glass ink mixing tray (16⅜x18⅛x1⅜ in.) in the drawer.

No. 5100-B Wood Ink and Roller Cabinet is similar in design.

Adjustable brackets on the door hold ten rollers for job presses, 8x12 in. to 14x22 in. The ink cupboard is fitted with three adjustable shelves.

This cabinet is regularly sold with either a steel or a wood top, according to the construction ordered, but may also be bought with an iron top.

Floor space, 19⅝x21 in. Height, 42 in. Approximate shipping weight: Steel, 230 lbs.; Wood, 175 lbs.



No. 15100-B (IN STEEL) WITH STEEL TOP
No. 5100-B (IN WOOD) WITH WOOD TOP
No. 15100-A (IN STEEL) WITH IRON TOP
No. 5100-A (IN WOOD) WITH IRON TOP
No. 5101 IRON TOP ONLY, SIZE 19⅝x21 IN.

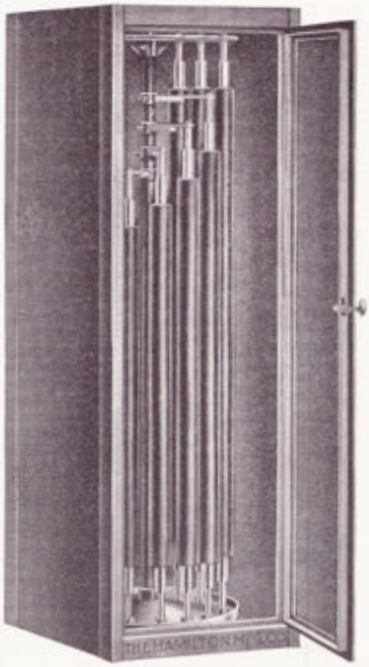
SECTIONAL CYLINDER PRESS ROLLER CABINET

This sectional cabinet, made in both steel and wood, in a uniform design, combines the advantages of the old-fashioned cupboard, with improvements, such as flexibility (which is made possible by the unit construction) and ease of handling rollers (which is accomplished by means of a revolving carriage). The dust-tight feature of this cabinet should not be overlooked. Nothing destroys the vitality of a roller quite so much as dust. Enclosed places for rollers also protect them to an extent from variation of temperature as well as from accidental damage.

Each unit is fitted with roller-holding device, made adjustable to accommodate 12 rollers of any length up to 76 in. The base of the roller-carrying mechanism is of cast iron, cup-shaped to catch the drippings. It revolves on ball bearings, and consequently is easy to operate when loaded to full capacity.

The side panels in each unit are made removable, so that when a group of units are placed together, as shown in the illustration below, only two panels are needed, one for each end of the row. For this reason units are listed under the illustration at left with and without side panels.

Floor space, 26x26 in. Height, 80 in. Approximate shipping weight: Steel, 420 lbs.; Wood, 275 lbs.



No. 15116 (IN STEEL) WITH TWO END PANELS
No. 15117 (IN STEEL) WITH ONE END PANEL
No. 15118 (IN STEEL) WITHOUT END PANEL
No. 5116 (IN WOOD) WITH TWO END PANELS
No. 5117 (IN WOOD) WITH ONE END PANEL
No. 5118 (IN WOOD) WITHOUT END PANEL



GROUP OF FIVE UNITS OF ROLLER CABINET—TWO NO. 15117 UNITS AND THREE NO. 15118 UNITS—ASSEMBLED AS A COMPLETE CABINET, HOLDING SIXTY ROLLERS

HAMILTON MAKE-READY TABLE

ZINC-LINED TOP; FRAME OF W. I. PIPE



No. 15246-A MAKE-READY TABLE WITH CASTERS

No. 15246-B IS SAME TABLE WITHOUT CASTERS

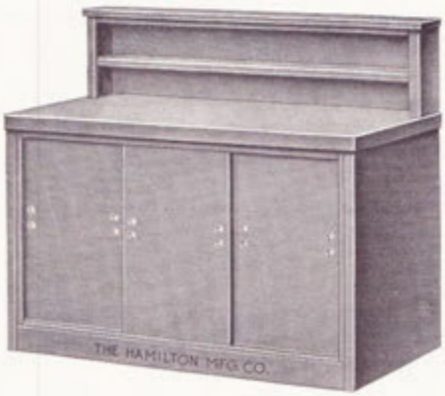
The table shown has a zinc-lined top, size 36x48 in., which can be tilted to any angle desired. When top is flat, table is 41 in. high. When the table is not in use the top can be tilted to a vertical position and the table may be put aside, occupying little floor space. The adjusting device for tilting top is of iron.

Finish: Frame is olive green enamel; zinc top is unfinished. Approximate shipping weight, 240 lbs.

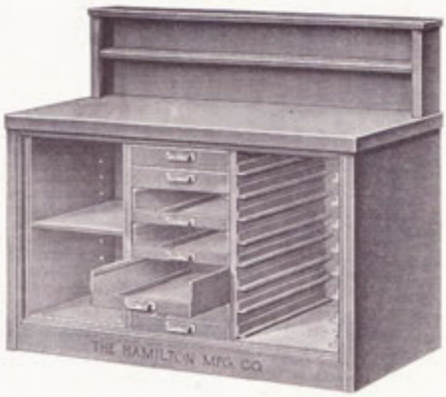
The expensive process of make-ready is expedited in pressrooms in which these efficient tables are used. Overlays and underlays should be made on a firm table, adjustable to the correct light at time of cutting. The most effective use of this table is secured when it is placed before a window (preferably north light) and screened in at back and sides to cut off the light in those directions, concentrating the light in front. In this position the impression is clearly defined. The curtain screens are suspended with curtain rings on wrought iron pipes, bent to the desired dimensions, and screwed to frame of the window or to the wall.

MONOTYPE KEYBANK, KEYBAR AND STORAGE CABINET

MADE IN BOTH STEEL AND WOOD



No. 13638 (STEEL); No. 3638 (WOOD); SHOWING CABINET CLOSED
Cabinet is not sold without doors



No. 13638 (STEEL); No. 3638 (WOOD); SHOWING INTERIOR CONSTRUCTION OF CABINET
Doors omitted for this purpose

No. 13638 Steel Monotype Keybank, Keybar and Storage Cabinet. The lower bin at left is for the storage of rolls of paper. The upper bin is for storage of empty drums. In the middle section two drawers at top are for carrying tools and appliances and job jackets and for the general convenience of the operator. The four trays in middle section under the drawers are for keybanks. In the section at right are eight pairs of extra heavy angle iron runs on which eight keybars may be suspended. The top and the shelf at rear of the top are for laying out copy, drums required for work in hand, job jackets, sorts, etc. The cabinet is provided with three sliding doors, which keeps it dust-tight.

No. 3638 Wood Monotype Keybank, Keybar and Storage Cabinet is same design as No. 13638.

Size over all, 22$\frac{3}{16}$x48$\frac{1}{8}$ in. Height to working top, 30 in.; height over all, 42 in. Approximate shipping weight: Steel, 500 lbs.; Wood, 400 lbs.

HAMILTON NEWSPAPER EQUIPMENTS

SYSTEM OF STANDARDIZED STEEL UNITS FOR TABLES

This is a system which benefits the purchaser by reducing manufacturing costs, expediting deliveries, and giving each newspaper plant an equipment of tables exactly suited to its needs.

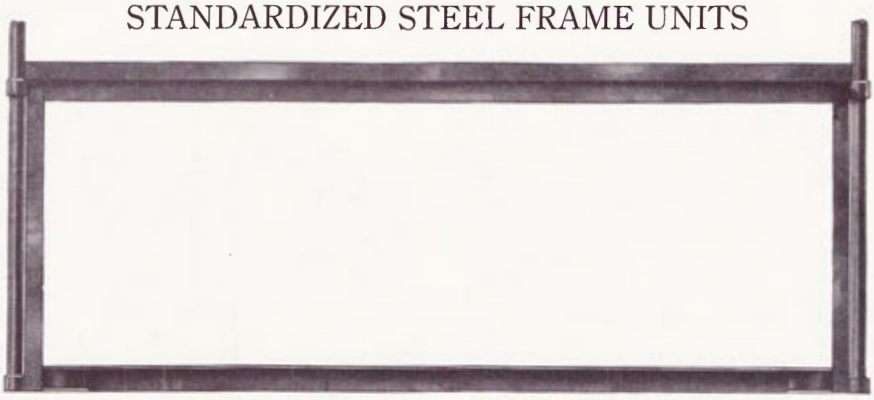
It has proved to be impossible to carry in stock a line of newspaper tables that would satisfy in every detail the varying requirements of newspaper methods and make-up. On the other hand, if every table were built specially, as ordered, the cost would be greatly increased and the deliveries would necessarily be greatly delayed. Both difficulties have been successfully overcome by the Unit System of Construction devised in 1913 by the Efficiency Department of the American Type Founders Company.

Newspaper tables (as such) are no longer manufactured; they are assembled. The various parts of these tables have been standardized, as illustrated on following pages, and are kept in stock. When orders reach the factory, tables are assembled rapidly and are shipped with the least possible delay, while the buyers have the advantages of quantity production prices.

Tables are assembled with the following parts, as required: (1) frame and ends, (2) units of fixed widths, (3) units of adjustable widths, (4) Unit No. 15594—the upright placed between other units, (5) iron or reinforced steel surface, (6) overhead bank, (7) units for overhead banks, and (8) wiring for electric lights. All openings in galley units are numbered.

The standard height of tables is 38¼ in.; the standard depth of top is 28 in. All underneath units are same depth as tables.

STANDARDIZED STEEL FRAME UNITS



FRONT VIEW OF STANDARDIZED STEEL FRAME UNIT, WITH W. I. PIPE AT EACH END USED FOR OVERHEAD WIRING AND TO SUPPORT OVERHEAD BANKS

STANDARDIZED FRAMES FOR NEWSPAPER TABLES, WITH IRON OR REINFORCED STEEL SURFACES

Unit No.	For Surface Iron or Steel	Width inside to which units are adjusted	Approx. Shipping Weights
15470	48x28 in.	43½ in.	245 lbs.
15473	72x28 in.	67½ in.	305 lbs.
15479	96x28 in.	91½ in.	365 lbs.
15482	120x28 in.	115½ in.	425 lbs.
15480	144x28 in.	139½ in.	485 lbs.
15471	168x28 in.	*67½ and 91½ in.	670 lbs.
15472	192x28 in.	*91½ and 91½ in.	730 lbs.

*These are widths for units on each side of the support. When iron surfaces are joined together a stout support is placed under the joining place.

Steel Frames (as illustrated), with closed ends, are carried in stock at factory in the sizes listed at left, to take standard iron or reinforced steel surfaces 28 in. deep. When the iron surface is required to be wider than 10 ft., it is made of two pieces joined together. In the above illustration W. I. pipes are shown at the ends; these support overhead banks (if any) or overhead lights (if any).

While we give the inside widths of frames for 14 ft. and 16 ft. tables, and have occasionally supplied them, we advise against the use of tables wider than 12 ft.

STANDARDIZED OVERHEAD BANKS AND UNIT TRAYS



REAR OF OVERHEAD BANK, SHOWING STANDARD FIXED DIVISIONS



FRONT OF OVERHEAD BANK READY TO RECEIVE UNIT TRAYS

STANDARDIZED OVERHEAD BANKS FOR NEWSPAPER TABLES

Unit No.	For Table	Width inside to which units are adjusted	*No. of Lights wired for	Depth of each Bank inside	†Approx. Shipping Weight
15394	4 ft. wide	48 9/16 in.	2	12¼ in.	185 lbs.
15395	6 ft. wide	72 9/16 in.	3	12¼ in.	275 lbs.
15400	8 ft. wide	96 9/16 in.	4	12¼ in.	320 lbs.
15405	10 ft. wide	121 9/16 in.	5	12¼ in.	380 lbs.
15406	12 ft. wide	146 9/16 in.	6	12¼ in.	425 lbs.
15407	14 ft. wide	170 in.	7	12¼ in.	470 lbs.
15408	16 ft. wide	192 7/8 in.	8	12¼ in.	525 lbs.

*Wiring is extra; bulbs are not furnished
†Weights include wiring for electric lights, but not unit trays

Overhead Banks for Newspaper Make-up Tables, as listed in table herewith, are two-sided. They are usually sold with the rear bank divided as illustrated above, and with a plain front bank as illustrated on left, into which unit trays may be slipped as illustrated below. These trays are designed to carry the leads, ad rules, dashes, cross rules, labor-saving column rules, and other materials required by make-up men. See table below for widths of trays. The unit trays are extra, and need to be ordered separately, as required. Wiring is included.

Overhead Banks are adjustable in height, and include pipe uprights in all widths.



No. 15425



No. 15431



No. 15434



No. 15440



No. 15443



No. 15437



No. 15446

STANDARDIZED UNIT TRAYS

Unit No.	Width	Purpose of Unit Trays
15425	7/8 in.	For single and double col. rules, leads or dashes
15428	23 7/8 in.	For full, half or quarter lengths of col. rules with tails, and single and double col. materials
15431	23¼ in.	For labor-saving col. rules, etc., lengths as in illustration
15434	8½ in.	For single col. materials
15437	20 3/8 in.	For cross rules of all widths
15440	5 7/16 in.	For short pieces of col. rules with tails
15443	10 7/8 in.	For single and double col. materials
15446	52 in.	For labor-saving col. rules, etc., lengths as in illustration

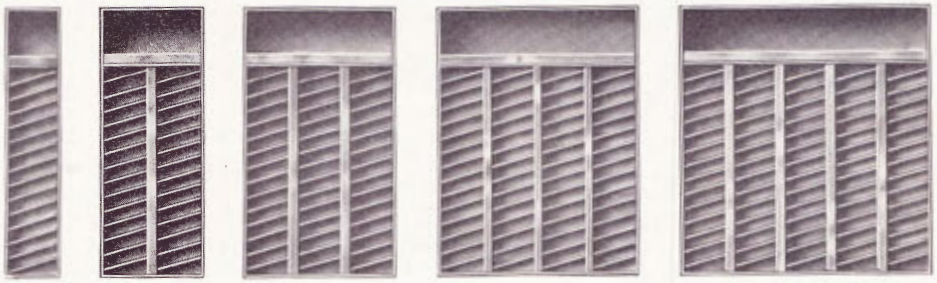


No. 15428

When fitting the unit trays on a bank, ascertain from the table herewith the width available for the trays and note the over-all widths of the trays as given above.

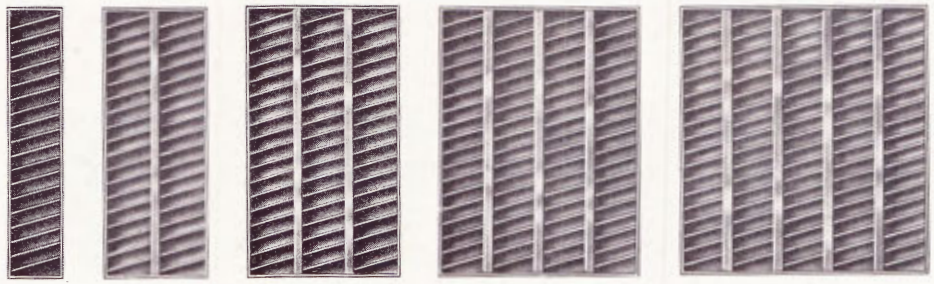
STANDARDIZED STEEL UNITS FOR NEWSPAPER TABLES

The system of standardized units is explained on page 1110. The utility of the system is demonstrated in the newspaper tables shown on pages 1116 to 1119. The method of their utilization is thus: Determine on the width of table; ascertain the inside width of standardized frame as given in table on page 1110; select the most desirable units on this and following pages that will fill the inside width of the frame, always allowing for the upright units No. 15594 (page 1115), 2 in. wide, which must be placed between units to support the top of table. Adjustments of units within the frame are made by widening or shortening the flexible units shown on page 1115.



No. 15499 No. 15500 No. 15506 No. 15512 No. 15513

No. 15499 Unit. Width, 6 1/16 in. One-tier single column galleys, with bin.
No. 15500 Unit. Width, 11 5/8 in. Two-tier single column galleys, with bin.
No. 15506 Unit. Width, 17 3/16 in. Three-tier single column galleys, with bin.
No. 15512 Unit. Width, 22 3/4 in. Four-tier single column galleys, with bin.
No. 15513 Unit. Width, 28 5/16 in. Five-tier single column galleys, with bin.



No. 15502 No. 15503 No. 15509 No. 15515 No. 15516

No. 15502 Unit. Width, 6 1/16 in. One-tier single column galleys, without bin.
No. 15503 Unit. Width, 11 5/8 in. Two-tier single column galleys, without bin.
No. 15509 Unit. Width, 17 3/16 in. Three-tier single column galleys, without bin.
No. 15515 Unit. Width, 22 3/4 in. Four-tier single column galleys, without bin.
No. 15516 Unit. Width, 28 5/16 in. Five-tier single column galleys, without bin.



No. 15517 No. 15524 No. 15530 No. 15536

No. 15517 Unit. Width, 8 13/16 in. One-tier double column galleys, with bin.
No. 15524 Unit. Width, 17 1/8 in. Two-tier double column galleys, with bin.
No. 15530 Unit. Width, 25 7/16 in. Three-tier double column galleys, with bin.
No. 15536 Unit. Width, 33 3/4 in. Four-tier double column galleys, with bin.

STANDARDIZED STEEL UNITS FOR NEWSPAPER TABLES

Continued from page 1110

The system of standardized units is explained on page 1110. The utility of the system is demonstrated in the newspaper tables shown on pages 1116 to 1119. The method of utilization is thus: Determine on width of table; ascertain inside width of frame as given in table on page 1110; select the desired units on pages 1112 to 1115 that will fill inside width of frame, always allowing for upright units No. 15594 (page 1115), 2 in. wide, which support the top. Adjustments of units within frame are made by widening or shortening flexible units shown on page 1115.



No. 15520



No. 15527



No. 15533



No. 15539

No. 15520 Unit. Width, 8 13/16 in. One-tier double column galleys, without bin.
No. 15527 Unit. Width, 17⅞ in. Two-tier double column galleys, without bin.
No. 15533 Unit. Width, 25 7/16 in. Three-tier double column galleys, without bin.
No. 15539 Unit. Width, 33¾ in. Four-tier double column galleys, without bin.



No. 15518



No. 15542



No. 15548



No. 15521



No. 15545

No. 15518 Unit. Width, 10¼ in. One-tier triple column galleys, with bin.
No. 15542 Unit. Width, 20 in. Two-tier triple column galleys, with bin.
No. 15548 Unit. Width, 29¾ in. Three-tier triple column galleys, with bin.
No. 15521 Unit. Width, 10¼ in. One-tier triple column galleys, without bin.
No. 15545 Unit. Width, 20 in. Two-tier triple column galleys, without bin.



No. 15551



No. 15552



No. 15555



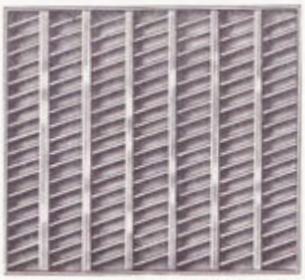
No. 15558

No. 15551 Unit. Width, 29¾ in. Three-tier triple column galleys, without bin.
No. 15552 Unit. Width, 19¼ in. Four-tier lino galleys, with bin.
No. 15555 Unit. Width, 19¼ in. Four-tier lino galleys, without bin.
No. 15558 Unit. Width, 33 5/16 in. Seven-tier lino galleys, with bin.

STANDARDIZED STEEL UNITS FOR NEWSPAPER TABLES

Continued from page 1110

The system of standardized units is explained on page 1110. The utility of the system is demonstrated in the newspaper tables shown on pages 1116 to 1119. The method of their utilization is thus: Determine on the width of table; ascertain the inside width of standardized frame as given in table on page 1110; select the most desirable units on pages 1112 to 1115 that will fill the inside width of the frame, always allowing for the upright units No. 15594 (page 1115), 2 in. wide, which must be placed between units to support the top of table. Adjustments of units within the frame are made by widening or shortening the flexible units shown on page 1115.



No. 15564

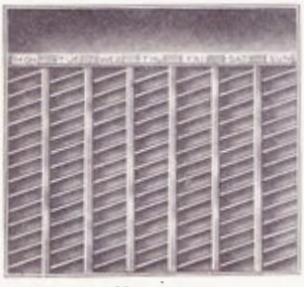


No. 15567

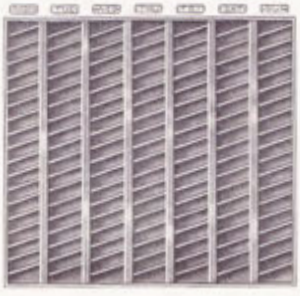


No. 15570

No. 15564 Unit. Width, 33 5/16 in. Seven-tier lino galleys, without bin.
No. 15567 Unit. Width, 19¼ in. Four-tier lino galleys for overrun ads, with bin.
No. 15570 Unit. Width, 19¼ in. Four-tier lino galleys for overrun ads, without bin.



No. 15573



No. 15577

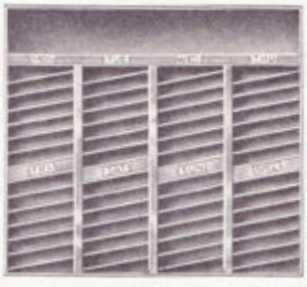


No. 15511

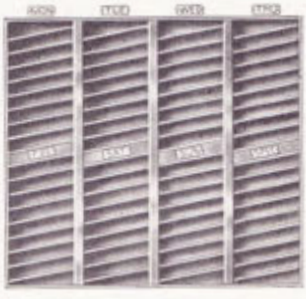
No. 15573 Unit. Width, 33 5/16 in. Seven-tier lino galleys for overrun ads, with bin.
No. 15577 Unit. Width, 33 5/16 in. Seven-tier lino galleys for overrun ads, without bin.
No. 15511 Unit. Width, 22¾ in. Four-tier single-column galleys for overrun ads, with bin.



No. 15514



No. 15537



No. 15540

No. 15514 Unit. Width, 22¾ in. Four-tier single column galleys, for overrun ads, without bin.
No. 15537 Unit. Width, 33¾ in. Four-tier double column galleys for overrun ads, with bin.
No. 15540 Unit. Width, 33¾ in. Four-tier double column galleys for overrun ads, without bin.

STANDARDIZED STEEL UNITS FOR NEWSPAPER TABLES

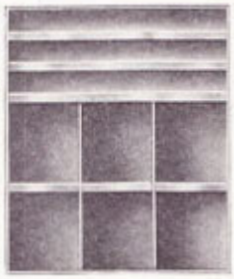
Continued from page 1110

†Units Nos. 15590, 15581, 15587 and 15594 (below) are flexible. Bins and shelves in them may be shortened or widened to fill space not occupied by other units in a standardized frame.

*Upright Unit No. 15594 is flexible, and is required between units to support top of the table. It is usually 2 in. wide, but may be as wide as 4 in. or as narrow as 1¼ in.



No. 15584



†No. 15590



†No. 15581



No. 15593



†No. 15587

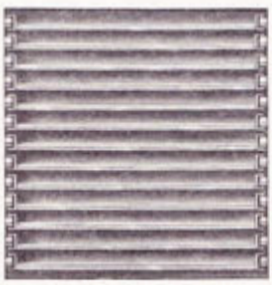
No. 15584 Unit. Width, 25⁷⁄₁₆ in. Chase rack for eight chases.
†No. 15590 Unit. Width, 25⁷⁄₁₆ in. Plate matter and live galley shelves.
†No. 15581 Unit. Width, 10¼ in. Bins for dead galleys.
No. 15593 Unit. Width, 10⅛ in. Bins for full length column rules; fit in any bin 10¼ in. or wider.
†No. 15587 Unit. Width, 25⁷⁄₁₆ in. Live galley boards, with dead galley bin.



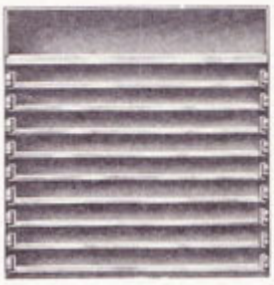
No. 15560



No. 15561



No. 15579



No. 15576

No. 15560 Unit. Width, 10¼ in. One-tier drawers for quarter size cases, with bins in rear.
No. 15561 Unit. Width, 20¹⁵⁄₃₂ in. Two-tier drawers for quarter size cases, with bins in rear.
No. 15579 Unit. Width, 30 in. Letterboard Unit with rollers, without bin, 13 No. 12500 Newspaper letterboards, each 24x28 in. inside, open in front and rear.
No. 15576 Unit. Width, 30 in. Letterboard Unit with rollers, with bin, 9 No. 12500 Newspaper letterboards, each 24x28 in. inside, open in front and rear.



No. 15563
No. 15566



No. 15572; as illustrated
No. 15569; with 2 pulls and 1 label holder



No. 15557



*No. 15594

No. 15566 Unit. Width, 22⅛ in. Two-thirds size case unit, 19 steel front California job cases, without bin.
No. 15563 Unit. Width, 22⅛ in. Two-thirds size case unit, 19 steel blank cases, without bin.
No. 15572 Unit. Width, 32⁹⁄₁₆ in. Full size case unit, 19 steel front California job cases, without bin.
No. 15569 Unit. Width, 32⁹⁄₁₆ in. Full size case unit, 19 steel blank cases, without bin.
No. 15557 Unit. Width, 11⅞ in. 15 drawers for machine borders.
*No. 15594 Unit. Width, 2 in. Upright to go between units. May be wider or narrower.

HAMILTON NEWSPAPER MAKE-UP TABLES

MADE IN BOTH STEEL AND WOOD

Though made in both wood and steel, we strongly recommend steel construction, both for these tables and for all other equipments used in newspaper plants. Steel will prove the more economical in the end.

All component parts of these tables are standardized units, as described on preceding pages. These units are kept in stock and will be assembled in any combination desired should any unit included in the tables here shown be superfluous or otherwise unsuited to a customer's needs. When tables are required for special purposes, not covered by the tables here illustrated, customers are advised to consult our nearest selling house for sketch (if necessary) and quotation.

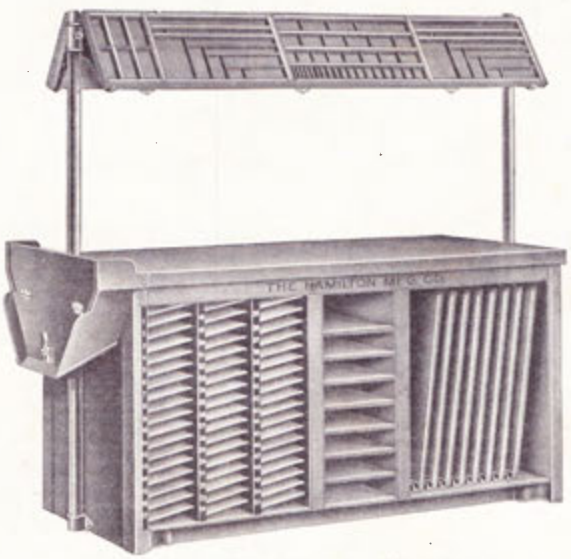
MAKE-UP TABLES VERSUS MAKE-UP TRUCKS.—If trucks are used for diversified make-up of news and unclassified ad. pages, the great variety of make-up materials required is carried on a table set between two make-up trucks, which also holds the live and dead galleys. This is good practice if there is ample floor space, but in crowded, large newspaper plants, issuing frequent editions, trucks thus used for make-up take one-third more floor space than if the same work were done on long stationary tables, which provide every facility for making-up in the minimum of space and of time. Wherever a prejudice exists against these make-up tables it is cherished by men who have not used them. For classified ads. and other matter running in unbroken columns make-up trucks are efficient.

OVERHEAD BANKS.—Modern make-up demands the use of a greater variety of materials by the make-up men than was ever dreamed of by men brought up to use make-up trucks. No method of carrying these materials has been devised that equals our overhead banks for convenience and capacity. These banks are adjustable in height. They afford an unexcelled place in which to carry and reflect overhead lights. See overhead bank on picture below.

DEAD SLUG BINS.—These are made to attach to ends of tables, as at left on table illustrated below. The dead slugs are pushed into the bin, which is open at top and remains closed at outlet until a waste-metal truck is run under the bin, as illustrated on opposite page, after which the contents are easily discharged into the metal truck. Dead Slug Bins are attachable to all kinds of tables 28 in. deep.

HAMILTON SIX-FOOT MAKE-UP TABLES

MADE IN BOTH STEEL AND WOOD



No. 15600 (IN STEEL); No. 5600 (IN WOOD)

Note carefully.—This is shown as a typical 6 ft. newspaper make-up table. Any of the overhead or underneath standardized units shown on preceding pages may be substituted for the units shown in this illustration. In substituting keep in mind that the width inside the standardized 6 ft. frame is 67½ in. and the width inside the overhead bank is 72½ in. and that any excess or shortage of width of underneath units may be adjusted in the flexible units, Nos. 15590, 15581, 15587. Flexible units are priced according to width. Dead slug bin and standard unit trays for overhead bank need to be ordered separately, if they are required.

No. 15600 Steel Newspaper Make-up Table, as illustrated, has iron top 28x72 in., flush on all edges, with dead

slug bin attached on one end (right or left, to suit the convenience of purchaser), overhead bank and wiring for 3 lights.

The units (left to right) are: No. 15533, with numbered shelves; No. 15594 for necessary upright support; No. 15587 for live matter on galleys, the width of which (in this table, 17 in.) is regulated by the space left after other units have been placed; No. 15594, another necessary upright; and No. 15548 for eight 8 column stereotype chases. All units open clear through.

The tray units in front of overhead bank are (left to right) Nos. 15434, 15437, 15431, 15437. The rear of overhead bank has fixed divisions as illustrated on page 1111. Each side of overhead bank is 12¼x72½ in. inside.

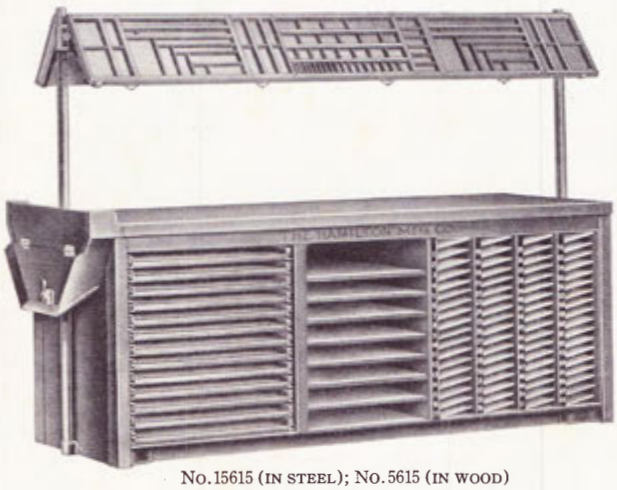
No. 5600 Wood Newspaper Make-up Table is same as described above.

Floor space, 28x80 in. Height to working surface, 38¼ in.; height over all, 78½ in. Approximate shipping weight: Steel, 1850 lbs.; Wood, 1700 lbs.

HAMILTON EIGHT-FOOT MAKE-UP TABLES

MADE IN BOTH STEEL AND WOOD

Note carefully.—This is shown as a typical 8 ft. newspaper make-up table. Any of the overhead or underneath standardized units shown on preceding pages may be substituted for the units shown in this illustration. In substituting keep in mind that the width inside the standardized 8 ft. frame is 91½ in. and the width inside the standardized overhead bank is 96$^{9}/_{16}$ in., and that any excess or shortage of width of underneath units may be adjusted by widening or shortening the flexible units, Nos. 15590, 15581, 15587. Flexible units are priced according to width. Dead slug bin and standard unit trays need to be ordered separately, if they are required.



No. 15615 (IN STEEL); No. 5615 (IN WOOD)

No. 15615 Steel Newspaper Make-up Table as illustrated has iron surface 28x96 in., flush on all edges, with dead slug bin attached on one end (right or left, to suit convenience of purchaser), overhead bank and wiring for 4 lights.

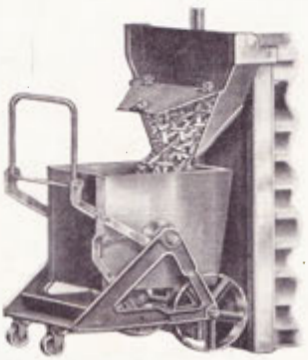
The units (left to right) are: No. 15579 with 13 newspaper letterboards, each 24x28 in. inside; No. 15594 for necessary upright support; No. 15587 for live matter on galleys, the width of which (in this table, 23¾ in.) is regulated by the space left after other units have been placed; No. 15594, another necessary upright; and No. 15539 for 68 double column galleys, each shelf numbered consecutively. All units open clear through.

The tray units in front of overhead bank are (left to right) Nos. 15425, 15437, 15434, 15431, 15440, 15437, 15443. The rear of overhead bank has fixed divisions, as illustrated on page 1111. Each side of overhead bank is 12¼x96$^{9}/_{16}$ in. inside.

No. 5615 Wood Newspaper Make-up Table is same in design and in equipment as No. 15615.

Floor space, 28x102 in. Height to working surface, 38¼ in.; height over all, 78½ in. Approximate shipping weight: Steel, 2450 lbs.; Wood, 2100 lbs.

Newspaper make-up tables may be bought without overhead banks and without dead slug bins.



NO. 15673 DEAD SLUG BIN ON END OF TABLE, DUMPING INTO TRUCK

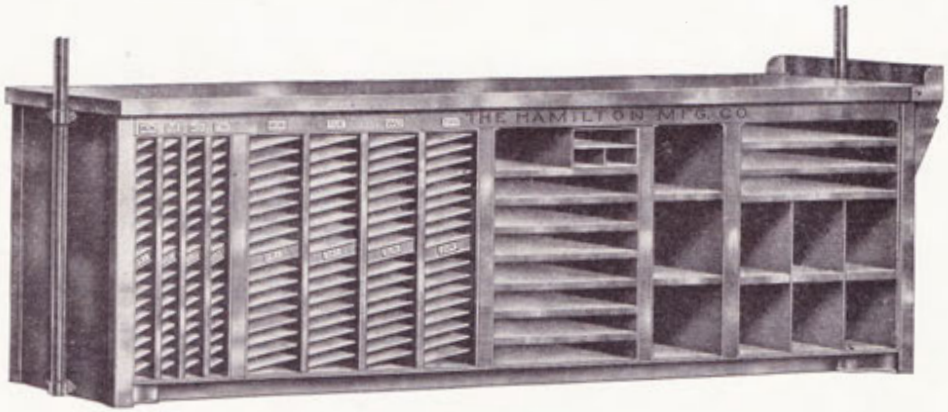
HAMILTON TEN-FOOT MAKE-UP TABLES

MADE IN BOTH STEEL AND WOOD

Note carefully.—This is shown as a typical 10 ft. newspaper make-up table. Any of the overhead or underneath standardized units shown on preceding pages may be substituted for the units shown in the illustration. In substituting keep in mind that the width inside the standardized 10 ft. frame is 115½ in., and that the width inside the standardized overhead bank is 121$^{9}/_{16}$ in., and that any excess or shortage of width of underneath units may be adjusted by widening or shortening the flexible units Nos. 15590, 15581, 15587. Flexible units are priced according to width. Dead slug bin (shown at right in picture) and standard unit trays need to be ordered separately, if they are required.



Clearance between iron surface and overhead bank is usually 40 in., but is adjustable



NO. 15612 (IN STEEL); NO. 5612 (IN WOOD)

No. 15612 Steel Newspaper Make-up Table, as illustrated, has iron surface 28x120 in., flush on all edges, with dead slug bin attached at one end (right or left, to suit the convenience of purchaser), overhead bank (adjustable to height) and wiring for 6 lights.

The units (left to right) are: No. 15570 for 64 lino galleys to carry hold-over ads., all shelves numbered consecutively; No. 15594 for necessary upright support; No. 15540 for 64 double column galleys to carry hold-over ads., all shelves numbered consecutively; No. 15594, upright; No. 15587, a flexible unit, for live matter on galleys, the width of which (in this table 18¾ in. inside) is regulated by the space left over after other units have been placed; No. 15593, set in upper right corner of unit No. 15587, for full length column and cross rules; No. 15594, upright; No. 15581, with three bins for empty galleys, the width of which is usually 10¼ in. (as in this table), but may be widened or shortened according to space available; No. 15594, another necessary upright; and No. 15590, a flexible unit for live matter on galleys and plate matter, the width of which is usually 25$^{7}/_{16}$ in. (as in this table), but may be widened or shortened according to space available.

The tray units in front of overhead bank are (left to right): Nos. 15425, 15437, 15434, 15431, 15440, 15437, 15428 and 15443. The rear of overhead bank has fixed divisions, as illustrated on page 1111. Each side of overhead bank is 12¼x121$^{9}/_{16}$ in. inside.

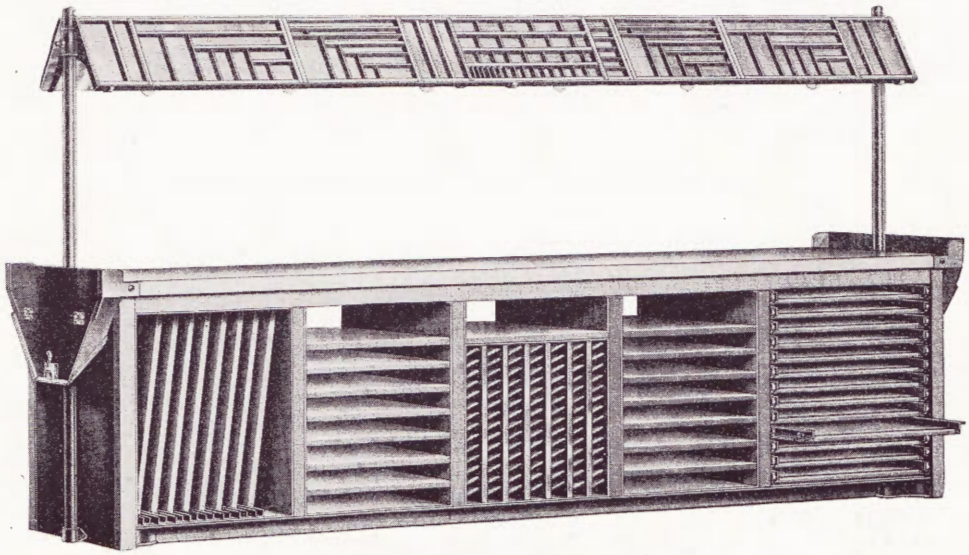
No. 5612 Wood Newspaper Make-up Table is same in design and has same equipment as No. 15612.

Floor space, 28x128 in. Height to working surface, 38¼ in.; height over all, 78½ in. Approximate shipping weight: Steel, 2850 lbs.; Wood, 2450 lbs.

HAMILTON TWELVE-FOOT MAKE-UP TABLES

MADE IN BOTH STEEL AND WOOD

Note carefully.—This is shown as a typical 12 ft. newspaper make-up table. Any of the overhead or underneath standardized units shown on preceding pages may be substituted for the units shown in the illustration. In substituting keep in mind that the width inside the standardized 12 ft. frame is 139½ in., and that the width inside the standardized overhead bank is 146$^{9}/_{16}$ in., and that any excess or shortage of width of underneath units may be adjusted by widening or shortening the flexible units Nos. 15590, 15581, 15587. Flexible units are priced according to width. Dead slug bins and standard unit trays need to be ordered separately, if they are required.



No. 15614 (IN STEEL); No. 5614 (IN WOOD)

No. 15614 Steel Newspaper Make-up Table, as illustrated, has iron surface 28x144 in., flush on all edges, with 2 dead slug bins attached on ends, overhead bank (adjustable to height) and wiring for 6 lights. Overhead bank supported in center by a rod secured to ceiling.

The units (left to right) are: No. 15584 for eight 8 column stereotype chases; No. 15594 for necessary upright support; No. 15587, a flexible unit for live matter on galleys, the width of which (in this table 21 in.) is regulated by the space left over after other units have been placed; No. 15594, upright; No. 15558 for 91 lino galleys, with dead galley bin on top, all shelves numbered consecutively; No. 15594, upright; another No. 15587 for live matter on galleys; No. 15594, another necessary upright support; and No. 15579 with 13 letterboards, each 24x28 in. inside. All units open clear through.

The tray units in front of overhead bank are (left to right): Nos. 15425, 15428, 15437, 15434, 15431, 15440, 15437, 15428, 15443. The rear of overhead bank has fixed divisions, as illustrated on page 1111. Each side of overhead bank is 12¼x146$^{9}/_{16}$ in. inside.

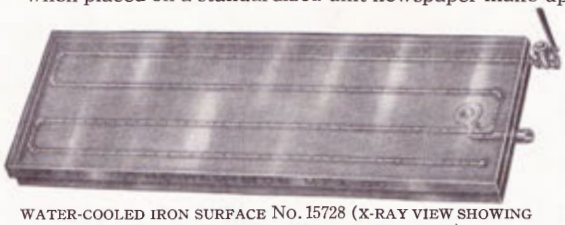
No. 5614 Wood Newspaper Make-up Table is same in design and has same equipment as No. 15614.

Floor space, 28x152 in. Height to working surface, 38¼ in.; height over all, 78½ in. Approximate shipping weight: Steel, 3700 lbs.; Wood, 3200 lbs.

NOTE.—Newspaper Make-up Tables are also made in 14 ft. and 16 ft. widths, with iron surfaces in two widths joined together, with a stout support under joining point. For inside widths of standardized frames and overhead banks for 14 ft. and 16 ft. tables see pages 1110 and 1111. Overhead banks for these extra wide tables are supported at centers by rods secured to the ceiling.

HAMILTON WATER-COOLED IRON MAKE-UP SURFACES

No. 15728 Water-cooled Iron Make-up Surface, 28x60 in., flush on all edges (unless otherwise ordered), supplied with inlet and outlet connections, as illustrated. This surface is 4 in. high, and when placed on a standardized unit newspaper make-up table it increases height of table 2 in.



WATER-COOLED IRON SURFACE No. 15728 (X-RAY VIEW SHOWING THE PIPES WHICH SPRAY THE IRON SURFACE)

No. 15729 Water-cooled Iron Make-up Surface, 28x72 in., in other respects than width same as No. 15728.

Approximate shipping weight: No. 15728, 800 lbs.; No. 15729, 975 lbs.

Other widths made to order.

In newspaper plants issuing several editions in rapid succession the make-up is facilitated by placing the forms, as they come from the stereotype room, on water-cooled iron surfaces. These may be attached to a special table, as illustrated below, or may be substituted in whole or in part for a regular iron make-up surface on any standardized newspaper make-up table.

The X-ray illustration shows how the perforated water pipes are arranged under the iron surface, spraying the iron, while the water drains off rapidly through an outlet pipe. The pipes are not in contact with the iron of the surface, which is kept constantly cool while it is absorbing the heat from the hot type form.

HAMILTON STEEL WATER-COOLED MAKE-UP TABLE

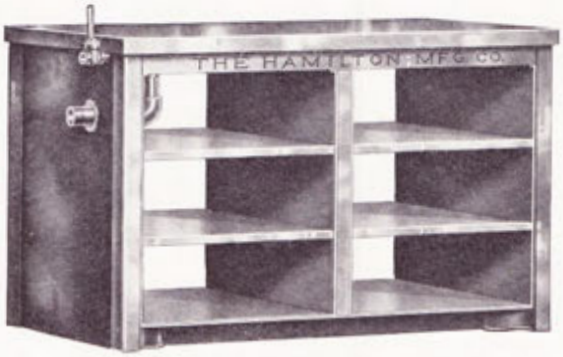
No. 15675 Steel Water-cooled Make-up Table, with water-cooled surface No. 15728 (described above), 28x60 in. Illustration shows inlet and outlet pipes with stopcock.

Overhead electric wiring (two lights) supplied as an extra, if required.

Height, 38¼ in. Approximate shipping weight, 1245 lbs.

Other sizes built to order.

The arrangement of the space under the water-cooled surface may be changed to suit special needs.



No. 15675 (IN STEEL), COMPLETE WITH WATER-COOLED TOP



No. 15730 (IN STEEL)

STEEL NEWSPAPER FORM TRANSFER TRUCK

No. 15730 Steel Newspaper Form Transfer Truck, with 10 steel letterboards, each 23¾ in. wide and 29¼ in. deep inside, rabbeted in front, flush in rear, with side rails extended at each side. The truck has double-wheel casters.

Floor space, 32x29¼ in. Height, 38¼ in. to top of bed of a letterboard when it is placed on top of truck, as shown in illustration. Approximate shipping weight, 590 lbs.

Extensions of the side rails support the weight of the form and of the letterboard on the imposing surface during the process of shifting the form to or from the make-up table, which is also useful for storage purposes.

SMOUSE ADJUSTABLE TRANSFER TRUCK

Patented October 7, 1913



No. 15735 SMOUSE TRUCK

No. 15735 Smouse Adjustable Transfer Truck, 25½x30½ in. iron surface, for eight column page. Approximate shipping weight, 340 lbs.

Top may be raised or lowered a total of five-eighths of an inch, or five-sixteenths of an inch either way from a given center. When ordering, be sure to state specifically exact height of tables the truck is to work with.

Designed especially for use in connection with stationary make-up tables and steam tables. A slight pressure on the handle at either end instantly raises or lowers the top to the desired height and it *stays where you put it.* No wheels to turn; no levers to manipulate. The most satisfactory truck ever designed for this purpose. It prevents delays, hastens the movement of pages, and makes the work easier for make-up men, overcoming annoyances caused by tables of unequal heights or by inequalities in floors.

HAMILTON MAKE-UP TRUCKS

PIPE FRAME CONSTRUCTION

No. 15731 Seven Column Make-up Truck with cast iron top, size 23½x28½ in.

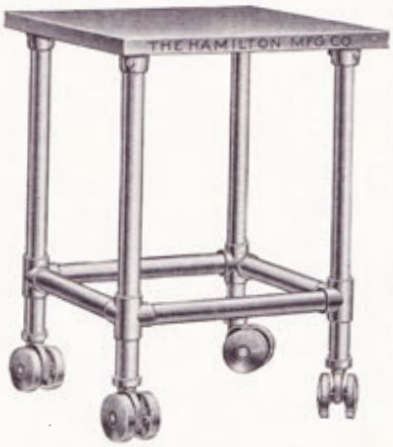
No. 15733 Eight Column Make-up Truck with cast iron top, size 25½x30½ in.

Tops accurately machined. Frames are of heavy pipe construction. Have double-wheel ball-bearing swivel casters. Ball-bearing casters make the trucks easy to push and guide.

Standard height of trucks, 38¼ in.; but any height will be supplied on special order. Approximate shipping weight: No. 15731, 365 lbs.; No. 15733, 400 lbs.

Chase guards at one side and back will be added to the iron top of these trucks on special order.

Finish, olive green baked enamel on frame.



No. 15731—SEVEN COLUMN SIZE
No. 15733—EIGHT COLUMN SIZE



No. B-700
SUPERIOR STEEL
MAKE-UP TRUCK

SUPERIOR MAKE-UP TRUCKS

No. B-700 Six Column Make-up Truck, iron surface 20½x-26½ in. Approximate shipping weight, 240 lbs.

No. B-701 Seven Column Make-up Truck, iron surface 24x28 in. Approximate shipping weight, 275 lbs.

No. B-702 Eight Column Make-up Table, iron surface 25½x-30½ in. Approximate shipping weight, 310 lbs.

No. B-703 Nine Column Make-up Table, iron surface 27½x-32½ in. Approximate shipping weight, 350 lbs.

Height, 38¼ in.; but any other height furnished to order. Casters, single wheel. Iron surface, 2 in. thick.

EXTRAS FOR SUPERIOR MAKE-UP TRUCKS

Chase Guards: Steel pins or steel bars in head and on one side.

Brass Surfaces: Solid or brass on iron.

HAMILTON STEEL WASTE-METAL TRUCKS

No. 13485 Waste-Metal Truck, same as illustration at left, but without hood; capacity, 2100 cubic in. Diameter of wheels: large, 8 in.; small, 2⅝ in. Size over all, 20½x17 in. Height over all, 18 in. Approximate shipping weight, 100 lbs.



No. 13485-A, WITH HOOD ATTACHED
No. 13485, WITHOUT HOOD

No. 13485-A Waste-Metal Truck, with hood, as illustrated; capacity, 2100 cubic in. Same as No. 13485, except that hood is added. Height, 22 in. Approximate shipping weight, 125 lbs.

No. 13487 Waste-Metal Truck, as illustrated, extra heavy construction; capacity, 4850 cubic in. Diameter of wheels: large, 12 in.; small, 4¼ in. Size over all, 27x20 in. Height, 25⅜ in. Approx. shipping weight, 150 lbs.



No. 13487 WASTE-METAL TRUCK

HAMILTON SELF-DUMPING WASTE-METAL TRUCK

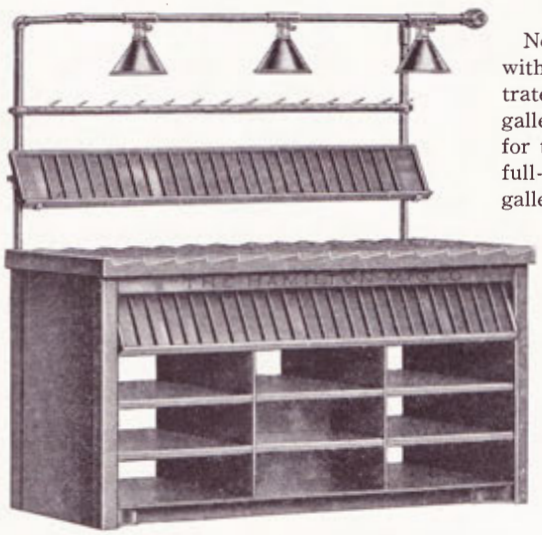
No. 13490 Self-Dumping Waste-Metal Truck, as illustrated; capacity, 2850 cubic in. Truck is dumped by means of a lever at right of truck, which releases the lock that holds truck upright. After discharging contents, truck automatically returns to upright position. Diameter of wheels: large, 10 in.; small, 2⅝ in. Size over all, 23¾x19¾ in. Height, with handle raised, 33 in.; with handle lowered, as in illustration, 23 in. Approximate shipping weight, 170 lbs.



No. 13490, EMPTY AND READY TO RECEIVE THE WASTE METAL

HAMILTON SIX-FOOT DUMPING TABLE

MADE IN BOTH STEEL AND WOOD



No. 15652 (IN STEEL); No. 5652 (IN WOOD)

No. 15652 Steel Six-Foot Dumping Table with 28x72 in. sheet steel galley top, as illustrated. Top takes 14 galleys, each sloping galley space 5 in. wide. Body has in it a bank for take slugs and 7 full-depth shelves for full-length galleys, 4 shelves for half-length galleys (2 on each side), and 3 shelves for full-length galleys in rear of take slug rack. Overhead is a bank for leads and dashes and also a copyhook bar. Both copy bar and lead bank are adjustable in height.

Wiring for 3 lamps is extra.

No. 5652 Wood Six-Foot Dumping Table is similar in design to No. 15652.

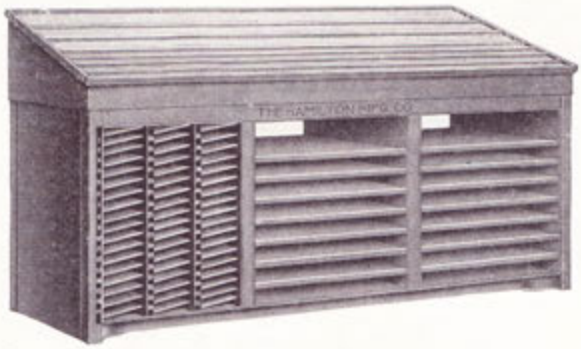
Floor space, 28x72 in. Height to working surface, 37½ in.; height over all, including electric fixtures, 72 in. Approximate shipping weight: Steel, 1400 lbs.; Wood, 1100 lbs.

HAMILTON EIGHT-FOOT DUMPING BANK

MADE IN BOTH STEEL AND WOOD

No. 15655 Steel Eight-Foot Dumping Bank, 28x96 in., as illustrated, with reinforced steel bank, divided laterally by brass tubing, for single, double and triple column galleys. Four of the lateral divisions on bank are spaced 2¼ in. wide; two 4½ in. wide; and one 6¾ in. wide. The body has numbered shelves for 51 double column galleys, 14 openings (30⅞ in. wide inside) for carrying live matter on galleys, and two larger openings for empty galleys. Any other arrangement of standardized units that will fit into a width of 91½ in. may be substituted for those shown, and the bank may be divided as required, subject to quotations.

No. 5655 Wood Eight-Foot Dumping Bank is similar in its design to No. 15655.

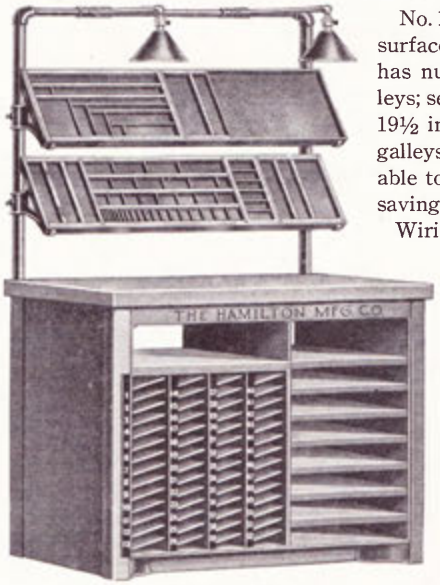


No. 15655 (IN STEEL); No. 5655 (IN WOOD)

Floor space, 28x96 in. Height to front of bank, 41 in.; height over all, 52 in. Approximate shipping weight: Steel, 1500 lbs.; Wood, 1200 lbs.

HAMILTON FOUR-FOOT ASSEMBLING TABLE

MADE IN BOTH STEEL AND WOOD



No. 15670 (IN STEEL); No. 5670 (IN WOOD)

No. 15670 Steel Four-Foot Assembling Table, with iron surface 28x48 in., flush on all edges, as illustrated. The body has numbered galley shelves for 52 single column galleys; seven openings for live matter on galleys, each shelf 19½ in. wide inside; and two larger openings for empty galleys. Overhead there are two one-sided banks, adjustable to height, holding unit trays for leads, dashes, labor-saving column rules and cross rules.

Wiring for two lamps is extra and needs to be ordered separately, if required.

Any other arrangement of units that will fit in a width of 43½ in. in the body, or that will fit in a width of 48 in. on the overhead banks, may be selected, subject to quotations. Units are shown on pages 1110 to 1115.

A dead slug bin, as shown on page 1117, may be attached at either end, or both.

No. 5670 Wood Four-Foot Assembling Table is similar in design to No. 15670.

Wider tables with standardized frames, and with any desired assortment of standardized underneath and overhead units, can be assembled as required.

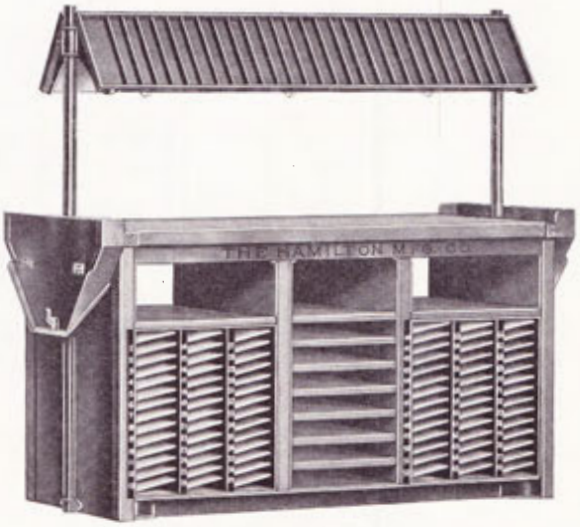
Floor space, 28x48 in. Height to working surface, 38¼ in.; height over all, 78½ in. Approximate shipping weight: Steel, 1200 lbs.; Wood, 1000 lbs.

NOTE.—Any of the units shown on pages 1111 to 1115 may be substituted for any of the units used in the standardized frames and overhead banks in tables or banks shown in this catalogue. The unit system affords each buyer exactly what he may need if the buyer will study the system.

SIX-FOOT TWO-SIDED CORRECTING TABLE

MADE IN BOTH STEEL AND WOOD

Note carefully.—Tables on this page are shown as typical correcting tables. Correcting tables will be furnished to any standard width, shorter or wider, and any of the overhead or underneath standardized units shown on preceding pages may be substituted. The inside widths of standardized frames and overhead banks are given on page 1110. The inside width of the frames of tables shown on this page is 67½ in., and of the overhead banks, 72½ in. Any excess or shortage of width of underneath units may be corrected by widening or shortening the flexible units Nos. 15590, 15581, 15587.



No. 15660 (IN STEEL); No. 5660 (IN WOOD)

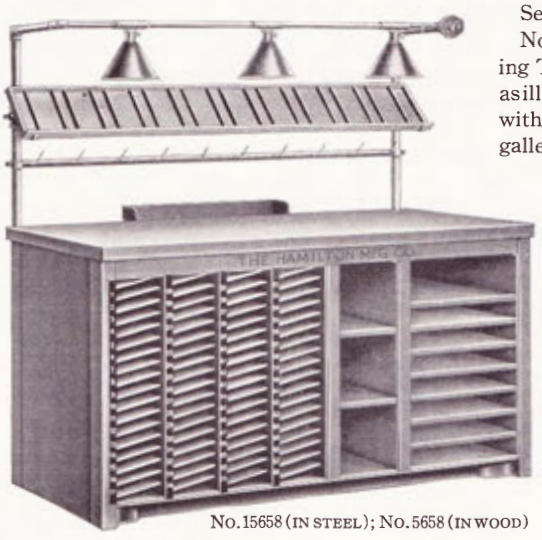
No. 15660 Steel Six-Foot Two-Sided Correcting Table, with reinforced steel top 28x72 in., as illustrated. Body has two standardized units, each with numbered shelves for 39 double column galleys (78 in all) and one flexible unit with seven openings for live matter on galleys each 18 in. wide inside. In each unit at top there is an open bin for holding empty galleys. The two-sided overhead bank carries on both sides single and double column leads, dashes, etc. At each end of table is a dead slug bin. Wiring for 3 lamps under the overhead bank is included.

No. 5660 Wood Six-Foot Two-Sided Correcting Table is similar in design to No. 15660.

Floor space, 28x88 in. Height to working surface, 41 in.; height over all, 78½ in. Approximate shipping weight: Steel, 1500 lbs.; Wood, 1200 lbs.

SIX-FOOT ONE-SIDED CORRECTING TABLE

MADE IN BOTH STEEL AND WOOD



No. 15658 (IN STEEL); No. 5658 (IN WOOD)

See first paragraph on this page.

No. 15658 Steel Six-Foot One-Sided Correcting Table, with reinforced steel top 28x72 in., as illustrated. The body has a standardized unit with numbered shelves for 68 double column galleys, a flexible unit for empty galleys, and a flexible unit with 7 openings for live matter on galleys, with a larger opening at top for empty galleys. Overhead is a bank for leads, dashes, rules, etc., and a copyhook bar, both adjustable in height. In the rear is a special dead slug bin, not detachable. The wiring for 3 lamps is a part of the regular equipment.

No. 5658 Wood One-Sided Correcting Table is similar in design to No. 15658.

Floor space, 28x72 in. Height to working surface, 38¼ in.; height over all, 78½ in. Approximate shipping weight: Steel, 1400 lbs.; Wood, 1100 lbs.

SIX-FOOT RECEIVING TABLE

MADE IN BOTH STEEL AND WOOD

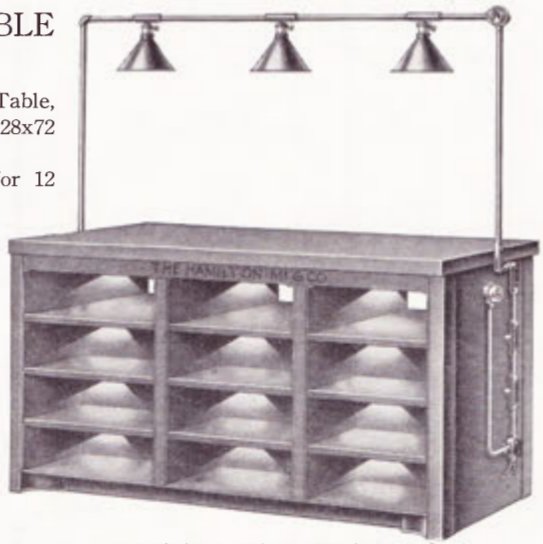
No. 15665 Steel Six-Foot Receiving Table, with reinforced steel working surface 28x72 in., all sides flush.

Wiring for 3 lamps overhead and for 12 lamps under table is included.

No. 5665 Wood Six-Foot Receiving Table is similar in design to No. 15665.

Floor space, 28x72 in. Height to working surface, 38¼ in.; height over all, 78½ in. Approximate shipping weight: Steel, 800 lbs.; Wood, 500 lbs.

Receiving tables will be supplied in any standardized width and with any standardized underneath units required. The standardized depth is 28 in. Standardized units (not tables) are kept in stock, and one combination of units may be assembled as easily as another.



No. 15665 (IN STEEL); No. 5665 (IN WOOD)

TOPS AND SURFACES FOR NEWSPAPER EQUIPMENTS



BANK TOP, STYLE B

No. 15489, 4 ft.; No. 15490, 6 ft.; No. 15494, 8 ft.; No. 15496, 10 ft. Made of heavy steel. Furnished plain, as shown, or with lateral divisions, as desired. Depth, 28 in. Finish: black on steel tops; plain lacquer on brass tops.



BANK TOP, STYLE A

No. 15498, 4 ft.; No. 15498-A, 6 ft.; No. 15498-B, 8 ft.; No. 15498-C, 10 ft. Made of heavy steel. Furnished plain, as shown, or with lateral divisions, as desired. Depth, 28 in. Finish: black on steel tops; plain lacquer on brass tops.



GALLEY TOP, STYLE A, WITH DOUBLE COLUMN DIVISIONS

No. 15483, 4 ft.; No. 15484, 6 ft.; No. 15486, 8 ft.; No. 15487, 10 ft. Made of heavy steel, reinforced. Standard depth, 28 in. Finish, black.



REINFORCED STEEL SURFACE

No. 15488, 4 ft.; No. 15490, 6 ft.; No. 15494, 8 ft.; No. 15496, 10 ft. Made of heavy steel, reinforced with steel channels. Standard size: 2 in. thick, 28 in. deep. Finish, black.



GALLEY TOP, STYLE B, WITH BRASS STRIPS FOR GALLEYS

No. 15474, 4 ft.; No. 15474-A, 6 ft.; No. 15474-B, 8 ft.; No. 15474-C, 10 ft. Made of heavy steel, reinforced with brass strips to rest galleys on. These strips will be spaced as desired. Standard depth, 28 in. Finish, black.

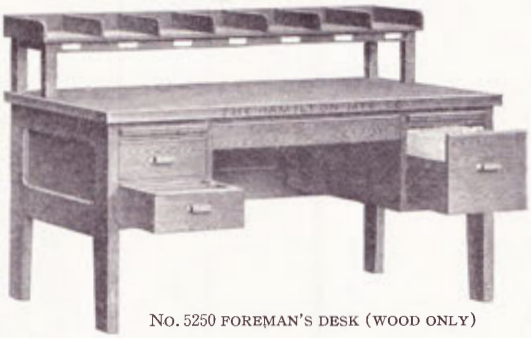


CAST IRON SURFACE

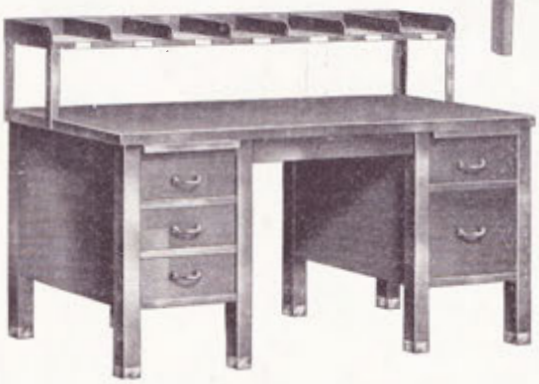
No. 15712, 4 ft.; No. 15714, 6 ft.; No. 15718, 8 ft.; No. 15720, 10 ft. Carefully planed surface; supplied either with or without rabbet, as desired. Standard size: 2 in. thick, 28 in. deep. Other widths made to order

FOREMEN'S DESKS

No. 5250 Wood Foreman's Desk, 28x62 in., as illustrated. Overhead in copy shelf are seven compartments (with label holders), each 8⅝x11⅛ in. inside. Center drawer, 27⅞x22x2¼ in. inside, has a lock. Two drawers at left have adjustable partitions, and are each 12¼x22x4¾ in. inside. One drawer at right contains a letter file, and is 12⅛x24x10½ in. inside. There are sliding boards over side drawers. Finish, antique. Floor space, 62x28 in. Height to working top, 30 in.; height over all, 41 in. Approximate shipping weight, 400 lbs.



No. 5250 FOREMAN'S DESK (WOOD ONLY)



No. 15252 FOREMAN'S DESK (STEEL ONLY)

No. 15252 Steel Foreman's Desk, 34x60 in., includes copy rack with seven compartments (with label holders), as illustrated, each 8⅝x11⅛ in. inside. Center drawer is 22⅜x23x2½ in. inside. Four drawers are each 12⅛x24x4⅛ in. inside. The larger drawer at right is 12⅛x24x10½ in. inside, and contains a letter file. All drawers may be locked by a central locking device. Working top is covered with battleship linoleum. Finish, olive green baked enamel.

Floor space, 60x34 in. Height to working top, 30 in.; height over all, 41 in. Approximate shipping weight, 450 lbs.

HAMILTON STEEL COPY-CUTTER'S DESK

MADE IN STEEL ONLY

No. 15260 Steel Copy-Cutter's Desk, includes Auxiliary Top No. 15261, with overhead electric fixture (without bulb), as illustrated.

Center drawer and upper drawer at left have locks. Center drawer is 22x22x3 in. inside. The other drawers are 13⅞ in. wide and 22 in. long inside; six of them are 5⅝ in. deep and two are 8⅞ in. deep inside. Seven bins in No. 15261 are 8⅝x11⅝x6 in. inside. Working top covered with linoleum.

No. 15262 Steel Flat-Top Standing Desk is same as No. 15260, minus Auxiliary Top.

No. 15261 is the Steel Auxiliary Top shown as part of illustration at right, and may be purchased separately for use on any flat-top desk, the working surface of which does not exceed 63⅛ in. in width.



No. 15260 WITH No. 15261 AUXILIARY TOP. SOLD ALSO WITHOUT AUXILIARY TOP, AS A FLAT-TOP STANDING DESK (No. 15262)

Floor space, 63½x30 in. Height to working surface, 41 in.; height over all, 56 in. Approximate shipping weight: desk only, 850 lbs.; auxiliary top No. 15261, 110 lbs.

HAMILTON PROOF-READER'S DESK

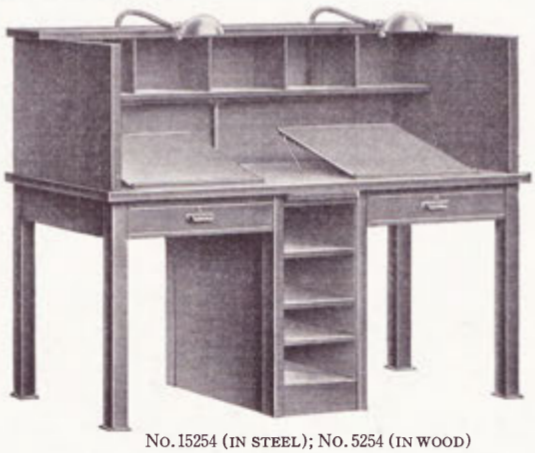
MADE IN BOTH STEEL AND WOOD

No. 15254 Steel Proof-Reader's Desk, as illustrated. Has two writing surfaces, each 19x18 in., adjustable in height; two drawers, each 20½x20x2½ in., each with a different lock; five bins overhead, each 8½x7¾x11¾ in. inside; and underneath four bins, two of which are 11¼x6x24 in. and two 11¼ x 4⅝ x 24 in. inside, with sliding shelf over them.

Wiring for electric lights, with flexible conduits, is included in the regular equipment.

No. 5254 Wood Proof-Reader's Desk is similar in design to No. 15254.

Floor space, 63½ x 27 in. Height to writing surfaces, 30 in.; height over all, 50 in. Shipping weight: Steel, 625 lbs.; Wood, 425 lbs.



No. 15254 (IN STEEL); No. 5254 (IN WOOD)

HAMILTON COPY CABINET

MADE IN BOTH STEEL AND WOOD



No. 15745 (IN STEEL)
No. 5745 (IN WOOD)

No. 15745 Steel Copy Cabinet, as illustrated, with top 17¾x14 in. inside. Has two drawers, each 12¾x10x3 in. inside. Below the drawers is a bin 14x12 in. inside and 5¾ in. high.

No. 5745 Wood Copy Cabinet is similar in design to No. 15745.

This cabinet is designed for the use of one operator.

Floor space, 16½x12¼ in. Height at front, 19¾ in.; height at back, 23¼ in. Approximate shipping weight: Steel, 95 lbs.; Wood, 75 lbs.

HAMILTON MATRIX CABINETS

MADE IN BOTH STEEL AND WOOD IN TWO SIZES

No. 13435 Steel Matrix Cabinet, as illustrated, has twelve drawers, each with a capacity for 137 lineal inches of matrices placed on edge, and one drawer, with a removable partition, for space-bands and tools; space-band compartment 13¾x2x5⅝ in. and tool compartment 13¾x16x5⅝ in. inside. Ten metal slugs supplied for each matrix drawer, for use in separating special characters. All drawers have locks, controlled from one center. Floor space, 17⅝x21½ in. Height, 40¾ in. Approximate shipping weight, 350 lbs.

No. 3435 Wood Matrix Cabinet is similar in design to No. 13435 and has same capacity. Approximate shipping weight, 215 lbs.

No. 13430 Steel Matrix Cabinet has eight matrix and one space-band and tool drawer, all with the same dimensions as in No. 13435. Height, 32¼ in. Approximate shipping weight, 300 lbs.

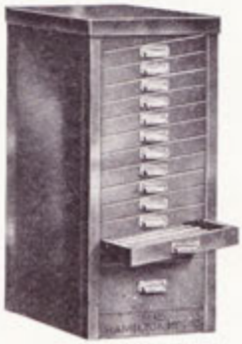
No. 3430 Wood Matrix Cabinet is similar in design to No. 13430, and has same capacity. Approximate shipping weight, 195 lbs.



DETAILED SECTION OF MATRIX DRAWER SHOWING MATRICES IN PLACE



SECTIONAL VIEW OF DRAWER WITH COMPARTMENT FOR SPACE-BANDS



No. 13435 (IN STEEL)
No. 3435 (IN WOOD)

HAMILTON MAGAZINE CABINET

MADE IN BOTH STEEL AND WOOD

No. 15749 Steel Hamilton Magazine Cabinet, for five magazines as illustrated, contains five vertical drawers on large casters; size of drawers: 31⅝ in. high, 25⅜ in. from front to back, and 3⅛ in. deep inside. Illustration shows one of the drawers pulled forward, showing a magazine in position. Hooks are provided for hanging the magazines.

Floor space, 21¼x32¾ in. Height, 38¼ in. Approximate shipping weight, 400 lbs.

No. 5749 Wood Hamilton Magazine Cabinet is similar in design to No. 15749. Approximate shipping weight, 225 lbs.

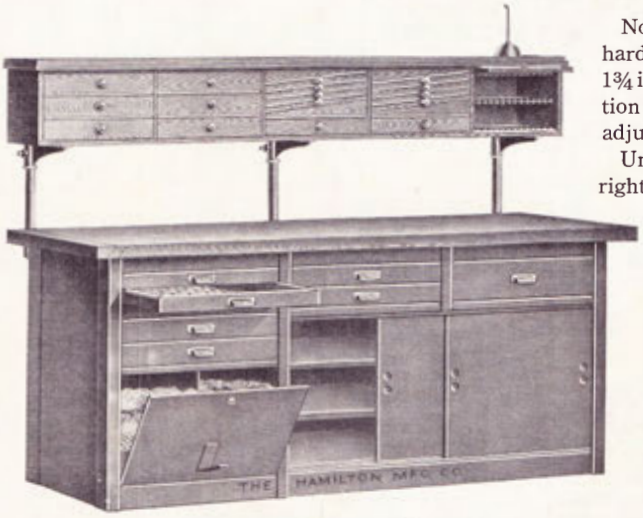
When ordering it is necessary to specify number and make of magazines to be accommodated.



No. 15749 (IN STEEL); No. 5749 (IN WOOD)

MACHINIST'S BENCH FOR TYPE-COMPOSING MACHINES

MADE IN BOTH STEEL AND WOOD



No. 13640 (IN STEEL); No. 3640 (IN WOOD)

No. 13640 Steel Machinist's Bench, hardwood working top 83x24 in. and 1¾ in. thick, with wooden storage section overhead on brackets which are adjustable in height, as illustrated.

Under working surface, from left to right: Three drawers, each containing 56 wooden boxes (1 13/16x2¼x1 3/16 in. inside), and four wooden boxes (7⅝x5x1 3/16 in. inside), for storage of small parts. Under these, two blank drawers (21¾x16⅜x2¾ in. inside) for storage of larger parts, and two compartments, with a self-closing door, for soiled and clean rags. The center section has in it two drawers (21¾x16⅜x2 in. inside), each with adjustable partitions for storage of parts, and a compartment with a sliding door and two adjustable shelves, also for storage. In the right-hand section is a drawer (21¾x16⅜x4¾ in.) for heavier parts, and another similar compartment with two adjustable shelves and a sliding door.

Over the working surface, from left to right: Six drawers in two tiers, holding in all 18 molds of any kind, including T and U types with extensions; eight slanting drawers in two tiers for special or spare matrices, each drawer having twenty spaces (1¼ in. wide), separated by 1/16 in. partitions, while below these are two drawers for holding normal wedges, the bottoms inclined to the left, causing the wedges to keep in position by gravity, each drawer divided into seven spaces 15 in. long. The right-hand section is divided into two compartments, enclosed by a disappearing door, each compartment grooved to accommodate 13 matrix cases placed on edge.

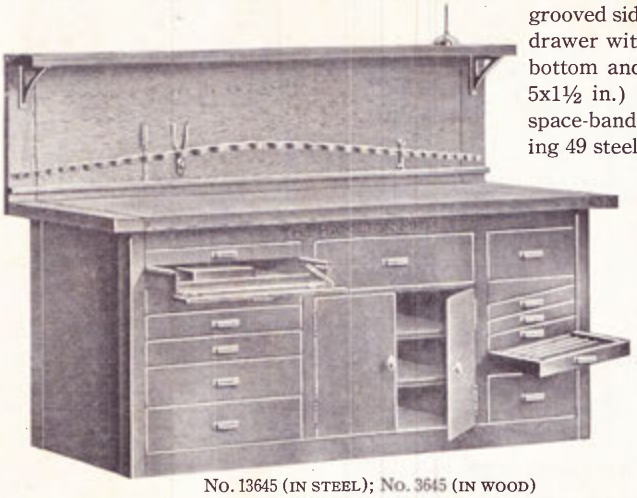
Working top on both wood and steel bench has natural oil finish. Height to working top, 34 in.; height over all (adjustable) is about 58 in. Floor space, 83x24 in. Approximate shipping weight, 900 lbs.

No. 3640 Wood Machinist's Bench is similar in design to No. 13640. Approximate shipping weight, 800 lbs.

MACHINIST'S WORK BENCH AND STORAGE CABINET

MADE IN BOTH STEEL AND WOOD

No. 13645 Steel Machinist's Work Bench and Storage Cabinet, with hardwood working surface 79x28 in., and wood tool board and tool shelf, as illustrated, has, in left section, one drawer with grooved sides and center rail for liners; one drawer with hinged front and zinc-lined bottom and compartment in rear (22¼x5x1½ in.) for graphite, in which to clean space-bands; three drawers, each containing 49 steel boxes (each box 3x2⅞x2⅝ in. inside) for storing small parts, screws, washers, etc.; one drawer with adjustable partitions for storing miscellaneous parts; and one drawer with grooved partitions for holding 93 ejector blades. The center section has a large drawer with two compartments (each 12x21⅝x6 in.), and a cupboard with two adjustable shelves (each 25 in. wide inside) and doors. The right section has one drawer, at top, with hooks for holding space-bands; four inclined drawers with grooves for holding matrices, and a drawer in which, in front, there is a drilled block for holding drills of various sizes, and, in the rear, a space (17⅝x14x6⅛ in. inside) for miscellaneous storage purposes.



No. 13645 (IN STEEL); No. 3645 (IN WOOD)

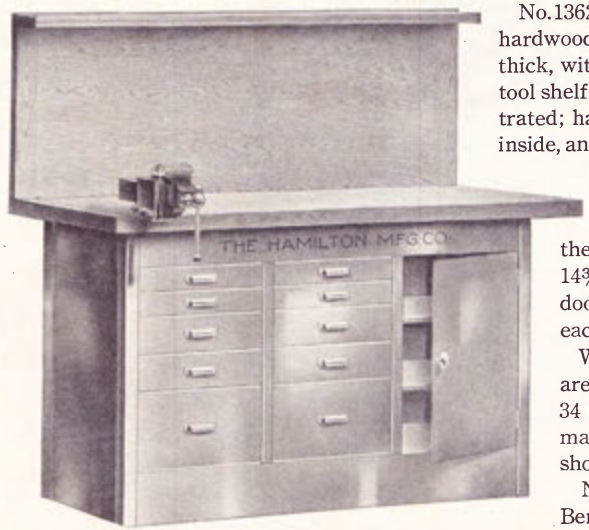
Hardwood working surface has natural oil finish. Height to working top, 34 in.; height over all, 55 in. Floor space, 79x29 in. Approximate shipping weight, 980 lbs.

No. 3645 Wood Machinist's Work Bench and Storage Cabinet is similar in design to No. 13645. Approximate shipping weight, 850 lbs.

HAMILTON MACHINIST'S WORK BENCH

MADE IN BOTH STEEL AND WOOD

No. 13625 Steel Machinist's Work Bench, with hardwood working surface 60x22 in. and 1¾ in. thick, with wood tool board (22 in. high), and tool shelf (5 in. deep and 1¾ in. thick), as illustrated; has four drawers, each 14⅜x13x2 in. inside, and four drawers, each 14⅜x13x3⅜ in. inside, all having removable partitions running from front to rear. Six partitions are supplied with each of these drawers. Also two drawers, each 14⅜x13x8¼ in. inside. The section with door at right has three compartments, each 15½x16½x7 in. inside.

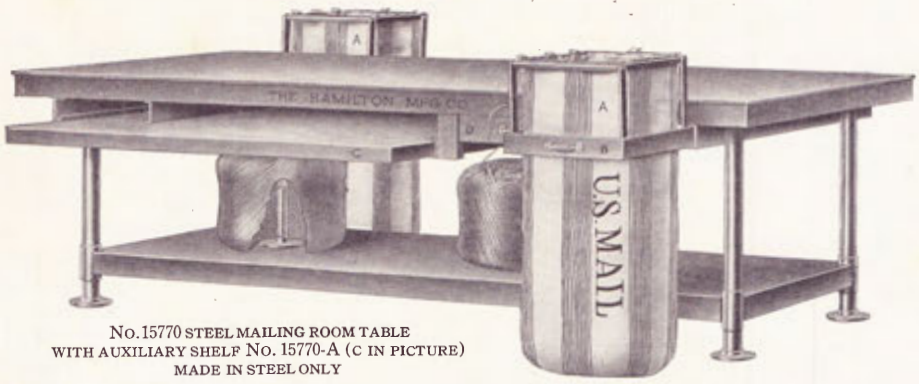


No. 13625 (IN STEEL); No. 3625 (IN WOOD)

Working surface, tool board and shelf are oiled only. Height to working surface, 34 in.; height over all, 56 in. Approximate shipping weight, 575 lbs. Vise shown in illustration is not supplied.

No. 3625 Wood Machinist's Work Bench is similar in design to No. 13625. Approximate shipping weight, 400 lbs.

STEEL MAILING ROOM TABLE



NO. 15770 STEEL MAILING ROOM TABLE
WITH AUXILIARY SHELF NO. 15770-A (C IN PICTURE)
MADE IN STEEL ONLY

No. 15770 Steel Mailing Room Table, 10x4 ft. over all, with 2 collapsible mail bag supporters for No. 1 mail bags (B); 2 spindles (as illustrated) for twine or (if preferred and upon request) 2 supporters for reels of twine; an underneath shelf, 108x34¾ in.; 2 drawers (D), one on each side, each 17x16x3 in. for shears, etc.; and, if specially ordered as an extra, an Auxiliary Shelf No. 15770-A, 65½x18 in. (C), to be pulled out on one side only, providing additional working space, which will be found useful in emergencies. This table is made to withstand hard service, and is practically indestructible.

The top is of ¼ in. boiler plate. The frame is of 2 in. wrought iron pipe with floor flanges.

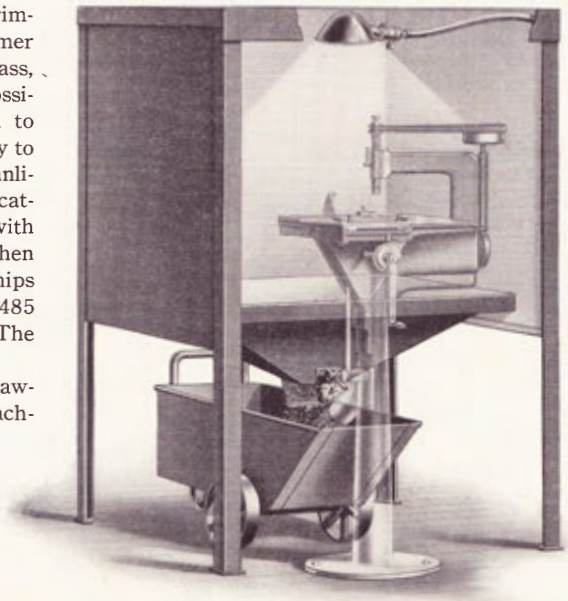
Finish, olive green baked enamel. Floor space, without bags, 10x4 ft. Height, 34 in. Approximate shipping weight: without auxiliary shelf, 1300 lbs.; auxiliary shelf No. 15770-A, 65 lbs.

HAMILTON STEEL SAW-TRIMMER GUARD

No. 15742-A Hamilton Steel Saw-Trimmer Guard is for use with a saw-trimmer machine to prevent the chips of brass, lead or wood from flying into and possibly injuring adjacent machines, and to protect passing workmen from injury to their eyes. The guard makes for cleanliness, as all chips are prevented from scattering, and are diverted into a chute with trapdoor in shelf of the enclosure. When chute is filled it is opened and the chips may be carried away in a No. 13485 Waste-Metal Truck, as illustrated. The waste-metal truck is an extra.

The enclosure accommodates a saw-trimmer with router and jig-saw attachments. It affords ample working space and light concentrated on the work. Fixtures for 1 light (without bulb) are furnished.

Finish: outside, olive green enamel; inside, white enamel. Floor space, 32½x42½ in. Height, to top of chute, 28 in.; to top rail, 57½ in. Approx. shipping weight, 310 lbs.



NO. 15742-A STEEL SAW-TRIMMER GUARD, SHOWING ITS RELATION TO SAW AND WASTE-METAL TRUCK

Index
to
Specimen Book
&
Catalogue

AMERICAN TYPE FOUNDERS COMPANY

SPECIMEN BOOK & CATALOGUE

Index

Subdivided and Alphabetically Arranged, as follows:

INDEX No. 1—Type, Borders, Initials and Ornaments.

INDEX No. 2—Brass Rules, Brass Braces and Dashes, Ovals and Circles, Squares and Slotted Corners, Cutting and Scoring Rules, etc.

INDEX No. 3—Printing Machinery and Equipments, and Steel and Wood Printing Plant Equipments.

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